

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVIII NEW YORK, AUGUST 20, 1914

No. 8



**S**ANI-FLUSH is made by The Hygienic Products Company, of Canton, Ohio. It is used for cleansing toilet bowls and keeping them clean. It is one of a very few non-competitive articles sold by grocers and druggists.

The company which makes Sani-Flush was promoted by capitalists who had acquired an advertising experience that had left a bad impression of the methods of some advertising agencies. Recognizing our standing and reputation, a small appropriation was entrusted to us, and the introductory work was started.

At that time Sani-Flush had no distribution, no market, no sale. Housewives were unacquainted with it.

Three years have seen wonderful progress with this household commodity. It has a distribution amongst thousands of retailers. Its market is established and covers the country. Its sale is increasing every day. Those who sell Sani-Flush are reaping the benefit of an article that is new and profitable, because there is nothing like it and they need not fear any competition.

This healthy selling expansion has been accomplished by the use of leading women's publications. We have had the pleasure of helping in a remarkably rapid and healthy growth from swaddling clothes to national importance.

**N. W. AYER & SON**

Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Forty-seven of a Series.)

## THREE MILLION

people *daily* view the posters on the Subway and Elevated lines of New York and Brooklyn.

This immense total is officially reported by the Public Service Commission. Here is *one* poster proposition with a **KNOWN** circulation—tabulated by a State board.

These sheltered station positions are "In the Light, In Sight, Day and Night." We can prove their high "sales" value by letters from advertisers now using them.

**WARD & GOW**

50 Union Square, New York



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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

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## How Americans May Capture Vast Market Laid Open by War

Step by Step Suggestions for Winning Trade of Neutral Countries

By Walter F. Wyman

Manager Export Dept., Carter's Ink Company, Boston, Mass.

AMERICAN manufacturers are faced with an unexpected opportunity to supplant Germany, England and France in South America, South Africa, the Far East, Australasia, the Dutch East Indies, Siam and India as a source of supply—and for decades, not merely for the interval of Europe's war.

Not over a dozen years ago the United States as a nation commenced to consider foreign trade. In the commercial war which has followed, the real problem has not been the meeting of European quality, prices, packing, credits or service but the far more difficult task of convincing foreign buyers of the advisability of shifting from sources of supply which had,

as a whole, given merchant and consumer satisfaction.

There have been countless instances of lost export sales where merchants have conceded that American made goods possessed greater value, profit and attractiveness, but have refused to buy because established lines enjoyed demand. Inertia and fear of loss of reputation by substitution have persistently prevented any effort towards shifting to the better line.

### STEADY ADVANCE BY AMERICANS

The steady growth of the export trade of the United States has been because of better merchandizing which, against the odds of entrenched competition, has forced its way to initial

LATEST FIGURES SHOWING TOTAL IMPORTS OF MANY NEUTRAL COUNTRIES COMPARED WITH IMPORTS FROM UNITED STATES.

	Total	United States
Mexico .....	\$91,331,155	\$49,212,836
Guatemala .....	9,882,463	4,632,361
Salvador .....	6,774,859	2,627,700
Honduras .....	4,317,814	2,891,838
Nicaragua .....	4,966,890	2,548,026
Costa Rica .....	10,187,686	5,865,908
Panama .....	9,871,617	5,413,305
Cuba .....	125,909,241	65,416,475
Dominican Republic .....	8,217,898	5,100,001
Haiti .....	9,876,555	7,302,484
Argentina .....	373,307,865	57,353,142
Bolivia .....	19,308,506	1,791,911
Brazil .....	308,243,736	48,109,316
Chile .....	122,076,994	16,806,341
Colombia .....	23,964,623	7,612,037
Ecuador .....	11,489,104	2,588,168
Paraguay .....	5,124,438	312,000
Peru .....	25,066,354	5,700,000
Uruguay .....	51,355,206	6,200,000
Venezuela .....	20,568,939	6,832,438
India .....	514,564,000	18,100,000
Australia .....	380,368,000	45,984,000
New Zealand .....	103,519,000	9,976,000
Dutch East Indies .....	161,475,000	3,224,000
Siam .....	27,061,000	592,000
	\$2,428,810,366	\$382,093,287

orders; and by excellence of product, and co-operation which has literally sold the goods again to users, made possible the steady stream of merited reorders.

Practically without exception, American made goods *once re-ordered* have supplanted European lines which previously owned the world's markets; because, contrary to the general misconception, American makers have shown the continuity of interest in their customers which, coupled with the quality of their products, has left no loophole for European makers to reverse the position of advantage.

American makers who have failed to secure a foothold may well study the methods of their successful countrymen abroad. Inability to convert purchasers into customers has been the chief cause of failure.

Just as at home, good merchandising work must be done, and sales assistance must be rendered.

For those who must see tabulations to realize the enormous stake and tremendous volume of business possible the table on page three, prepared for this article by the Philadelphia Commercial Museum, will meet every requirement. It shows total imports of the now available non-European countries and the amount imported from the United States during the year 1912 and is a far better tabulation than can be compiled from the incomplete 1913 statistics.

In the present absence of European competition there is no real opportunity for temporary exporting at a profit, *but there exist tremendous possibilities of establishing connections which will last so long as to become traditional.*

To the makers who may have decided that domestic depression having left them overstocked this surplus can be dumped abroad at a quick profit, it must be pointed out that without a definite standard of currency values, a condition which will exist until drafts on London regain stability, cash payments are almost impossible. This is coupled with the equally incontrovertible fact that ship-

ments made without proper regard for formalities and therefore subjected to fines, will be refused even if sent on a C. O. D. basis. This will necessitate either a payment of all freight and other charges for their return or abandonment at port of entry.

There is no room from the standpoint of the foreign buyer or the legitimate American exporting manufacturer for the maker whose intentions do not include an honest export present and a continuous export future.

#### AMERICAN GOODS HAVE HIGH REPUTATION

It is particularly fortunate in announcing to the world that the United States desires foreign business that America's export reputation has little to live down. The hard earned regard of the present buyers of American-made products is a very real asset to every newcomer in the export field. The statements in regard to American poor packing and inferior merchandizing methods are unfounded.

It is this hard earned reputation by American houses for reliable service as well as for reliable products which makes possible real orders in other than starvation quantities from the start, and it is the right of those American exporting manufacturers whose persistent efforts and expenditures have brought this good repute into being to demand that newcomers in the export field give export detail the attention it must have.

Under ordinary competitive conditions personal solicitation is both the most costly in gross expense and the least yielding of net profit.

In the situation as it exists since the vanishing of Europe as a source of supply, a reversion to the indirect methods of solicitation, if appeal by mail and advertisement can be so classed, will keep sales costs down and will give the desired volume.

To the average manufacturer it will be a revelation to know of the facilities of the export organizations which have been very



# Palmer in Europe

It is doubly reassuring at a time like this to have a man like Frederick Palmer in Europe in the exclusive service of Everybody's.

For we know that the articles he cables will be authentic; that they will be written by the greatest living American war-correspondent;—and that they will come from one whose unique war experiences, sound view-point and ripened judgment make him eminently qualified to interpret European happenings.

Mr. Palmer's work will appear *only* in Everybody's.

**The Ridgway Company**  
New York

largely responsible for America's rise in foreign trade.

The Foreign Department of the National Association of Manufacturers in New York City is not a mere translation bureau. It has been since its inception a clearing house of export experience and its present knowledge is doubled in value in its derivation from actual practice.

Beyond translations its services cover credit information, the minutiae of port of entry procedure, the making of lists of responsible foreign merchants, and in fact dissemination of knowledge of every detail from solicitation to collections.

The Philadelphia Commercial Museum of Philadelphia which is devoted to fostering foreign trade is a semi-public institution depending on State and city aid and returning dollar for dollar in service for its revenue from membership fees.

It too is complete in its departments and like the "N. A. M." can count among its experts men who have learned from the thousands of members every angle of export work, and noted and evolved correct methods for securing export dividends.

#### WHERE HELP IS FREE

In Washington, D. C., the Hon. John Barrett is in charge of the Pan American Union, a *public institution in every sense*, since it is a voluntary association including every American republic and supported solely by these governments in proportion to population. It is needless to comment on the worth of its service and opinions in its field which naturally are limited to the Americas, excluding Canada and other foreign possessions.

The Hon. John Barrett's wide diplomatic experience and his intense interest in the commercial side of international interchange is largely responsible for the endeavors to make the Pan American Union of eminent practical value in increasing the trade of the Americas.

As export trade is not a matter of political expediency, but a na-

tional asset, it is not strange that many valuable publications have resulted from purely Governmental activities. These market reports written after deliberate and careful investigation by trained specialists in the form of monographs will prove of positive dollar value in making clear conditions as they exist in the countries which now for the first time are more than favorable to the American made product.

Symposiums including reports from consular officers in various countries, edited and summarized in the Bureau of Foreign Commerce, now include the more important divisions of manufactured products and often give by price and description the foreign competitive products we are now to supplant.

In addition the Daily Consular Reports, which include inquiries received at all United States offices abroad for raw and manufactured products, offer definite prospective customers towards whom the selling attack can be directed with the certainty of immediate interest.

#### THE SERVICE OF THE EXPORT PAPERS

Beyond these institutional and governmental facilities the United States has a compelling sales force in its privately owned magazines which are published for export distribution in the world languages which convey the sales appeal in a manner insuring response and returns.

These are not an over-night growth nor is their existence in any way due to the present European war, as they were pioneers several of whose careers date back thirty years, and whose reputation for bearing the sales messages of trustworthy makers has been so long established as to insure confidence in the mind of the foreign buyer.

They are real magazines edited from the viewpoint of their foreign subscribers, copiously illustrated and far superior in attractiveness of make-up and text to European export publications which are more commonly along the catalogue lines depending for



Advertisers find a responsiveness on the part of the readers of THE AMERICAN BOY that they do not get anywhere else, and as a sample of how THE AMERICAN BOY is read and appreciated in the home let us quote from a letter from Ivan E. Sanders, of Allentown, Pa., dated July, 27, 1914.



"Inclosed please find \$1.00 for renewal of 'my best friend' for one year. I get more pleasure out of this splendid boy's magazine than any one can imagine, and any boy who does not read it misses the best part of his daily work or pastime. I can hardly wait from month to month for my 'friend' and I am sure I would feel very lonesome without him. I have been a reader of your magazine for four years and I have never missed a copy. At our house everybody reads it just as we do the daily paper—father, mother, my brother and myself."

That is but a sample of hundreds upon hundreds of letters that come to THE AMERICAN BOY that indicate the absolute loyalty of the boys and the interest of the parents in this great boy's magazine, and indicates, too, why advertisers get such magnificent results from it.

Have your advertisements seen and read by the 200,000 "American Boy" families. Plan NOW to use the three big issues of the year of THE AMERICAN BOY and in that way work up a climax at Christmas time, the time of the year when every thought is given to the juvenile members of the family.

**THE OCTOBER ISSUE**—Now in the making and forms close on September 1st. Hurry copy for this issue.

**THE NOVEMBER ISSUE**—This will be one of 52 pages and will contain the annual premium list and is preserved for months on that account. Forms close on October 1st.

**THE DECEMBER ISSUE**—This will also be one of 52 pages and, as usual, will breathe the Christmas spirit from cover to cover. No better buying market-place can be found than the 200,000 families which this Christmas issue will reach. Forms for the December issue will close on November 1st.

The September issue has just closed with over 40 columns of advertising—a gain of more than 6 columns over the same issue for 1913, and the total gain of the last eight issues over the same issues of 1913, is over 52 columns, or 10,533 agate lines. THE AMERICAN BOY is one of the few magazines showing steady gains month by month. There must be a reason.

Plan, then, to use the October, November and December issues and watch results.

## THE SPRAGUE PUBLISHING COMPANY

J. COTNER, Jr., Secretary and Treasurer

Eastern Office:

Detroit, Michigan

Western Office:

E. S. MURTHEY, 286 5th Avenue  
New York City

E. T. COTNER, 1417 Lytton Bldg.  
Chicago, Illinois

effectiveness on the nature of their circulation and desirability as trade directories.

The highly competitive field in which they operate has borne fruit of value to their advertisers in the service facilities which they have been forced to build up so that the beginner in export might not depend solely on orders resulting from advertisements, but that he might be guided in ways and means of turning inquiries into orders and orders into reorders.

The circulation of these magazines has been built up with the sole idea of reaching prospective buyers of American manufactured lines.

#### AMAZING NEGLIGENCE

To those who are familiar with the view obtainable from behind the scenes of export advertising the gross negligence on the part of the theoretically most interested party—the export advertiser—is appalling.

No pulling power can make export advertising pay when a manufacturer will allow a basketful of orders, drafts and inquiries to accumulate without translation. And even in the less exasperating cases—where inquiries in Spanish are answered in English with a seemingly careful omission of such vital points as discounts, draft terms and f. o. b. point—it requires no second sight artist to locate the reason for the sometimes expressed belief that “export advertising don’t pay.”

Export profits are not so easily obtainable even under seemingly compelling circumstances as to collect themselves and say “thank you.”

The export advertiser must expect to turn inquiries into orders and give value for value to become a factor in export trade, for business is only just plain business even in export work. No amount of mystic chants or magic passes will make inferior merchandizing an export success.

#### NO MYSTERY ABOUT GETTING EXPORT BUSINESS

That reaching out for *foreign* business is reaching out for *plain* business is a truism which every

exporter realizes and tries to pound into the comprehension of those whose motto is that “exporting is different.” No export profit will ever come and continue that is not firmly based on the fundamental principles of barter, which have never changed since one man acquired the desire for acquisition for the property of another and substituted equity for force in its fulfillment.

That there exists among even the foremost non-exporting manufacturers a complete failure to recognize this fundamental is clear in the appeal which they make when interest in the possibilities of foreign trade leads to questioning.

Alert sales and advertising managers who would proceed with accuracy in opening and developing new domestic markets stand in awe of the far more simple task of securing foreign accounts.

#### THREE WAYS TO PROCEED

How can these possible buyers be reached? In three ways. By visits of salesman, by letter and by advertising. The salesman may be yours exclusively, a combination salesman or in the employ of some firm specializing on export business. The letter may be yours or that of the commission house to whom you grant price or territorial concessions. The advertisement may be in an export journal published in this country or in the newspapers or magazines printed and circulated in a foreign country.

The first requisite, when it is realized that export and domestic sales have a common platform, is a determination to sell goods abroad as a business, not as a temporary expedient or a pastime.

The next step is to so arrange your merchandizing machine that your export endeavors will have an executive pilot and a sufficient share of the time and energy of subordinates to give the endeavor the square deal.

By all means become members of the National Association of Manufacturers and Philadelphia Commercial Museum for the sake



Our printing plant  
in rented quarters  
fifteen years ago



Our Printing Plant  
in our own building  
to-day

One of the largest and most complete  
printing plants in the United States

## Place Your Large Printing Orders

**In the Hands of a Large, Absolutely Reliable Printing House**

*Send Your Small Orders As Well*

### **Our Specialties:**

- (1) Catalogues
- (2) Booklets
- (3) House Organs
- (4) Trade Papers
- (5) Magazines
- (6) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

**Copy Writing**  
**Illustrating**  
**Engraving**  
**Electrotyping**  
**Typesetting**  
(Machine and Hand)  
**Presswork**  
**Binding**  
**Mailing**

If desired, we mail your printed matter direct from Chicago—the central distributing point.

Our up-to-date labor-saving machinery and equipment enable us to make exceptionally low prices and prompt delivery on our specialties.

The education and training of our employees, concentrated in one similar direction on the one class of printing in which we specialize, make the workmen more skillful.

*Our plant is in operation day and night the year around. Quality work handled by daylight only.* Our organization is excellent. When you put an order for printing in our care you relieve yourself of all anxiety. You insure yourself

### **QUICK DELIVERY—LOW PRICES—HONEST PRINTING**

Our business has been built up by satisfied customers; by repeat orders. For some reason, printing orders, especially the larger ones, come to us from all the large cities and states from Maine to Texas.

**You owe it to yourself and your firm to find out what we can do for you.** Let us know when you will be in the market for a catalogue or any of our specialties and at the right time we will draw your attention again to our unusual facilities. **Let us put your name on our mail list NOW.**

*Write us about your printing and your printing troubles. Ask us for quotations.*

**ROGERS & HALL COMPANY**  
Polk and La Salle Sts. CHICAGO, ILL.

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- (4) Trade Papers
- (5) Magazines
- (6) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

**Copy Writing**  
**Illustrating**  
**Engraving**  
**Electrotyping**  
**Typesetting**  
(Machine and Hand)  
**Presswork**  
**Binding**  
**Mailing**

If desired, we mail your printed matter direct from Chicago—the central distributing point.

Our up-to-date labor-saving machinery and equipment enable us to make exceptionally low prices and prompt delivery on our specialties.

The education and training of our employees, concentrated in one similar direction on the one class of printing in which we specialize, make the workmen more skillful.

*Our plant is in operation day and night the year around. Quality work handled by daylight only.* Our organization is excellent. When you put an order for printing in our care you relieve yourself of all anxiety. You insure yourself

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*Write us about your printing and your printing troubles. Ask us for quotations.*

**ROGERS & HALL COMPANY**

Polk and La Salle Sts. CHICAGO, ILL.

of acquiring overnight the basis of safe and sane export detail; the most capable export manager becomes an overpaid clerk if forced to seek and check from original and often foreign sources the essential information which has long been a matter of record with these.

With the present necessity for keeping in touch with every change affecting not only the relative desirability of markets but also foreign sailings, rates, insurance, foreign changes to facilitate the importation of American goods and domestic legislation which is daily eliminating formalities, the service which these centers of export data can give may, in a single suggestion, help secure accounts which for years to come will pay in profits more than the entire membership cost.

#### EASY TO GET TRADE DATA

The next step is to secure presentation of your desire for foreign orders before possible buyers by means of direct mail appeal and broadcast publicity by means of the printed word.

From the private, semi-public and public sources previously mentioned, lists of prospective customers can be secured and information which will differentiate the larger and more desirable firms from the less important can be made a matter of record to guide sales solicitation and aid in credit determination.

Based on the possibilities of these lists, sales letters and follow-ups should be prepared just as for a campaign in Ohio or Texas, and the same basic arguments used.

John Chapman, in his articles on "Neglected Markets" which have appeared in *PRINTERS' INK*, seems almost to have had the present European war in mind in his selection of Porto Rico, Hawaii, the Philippines, Bermuda and Jamaica and South Africa as markets in which American makers could secure export profits. These are now of particular interest as, when combined with the Eastern markets, they constitute a group which might well escape

attention, inasmuch as the popular feeling ignores all but South America as export territory.

The realization that courtesy is very highly valued, as shown by the elaborate garnishments of the Spanish speaking nations and even in the "Faithfully yours" of the English Colonial dependencies, is a guiding star in the writing of all letters to foreign accounts and prospects.

By all means have letters contain everything in the line of information, but for the sake of keeping down the length of a letter do not let a show of courtesy become a missing element.

In considering the different countries it must be remembered that Australasia imposes the heavy duty of twelve cents per pound on all advertising matter and that except on specific request this bars its inclusion with orders.

In all other countries, with the exception of Brazil and Venezuela, signs and circulars are most welcome and even in soliciting business in these countries it is certainly well worth while to make known your possibilities along all advertising lines, as the more progressive dealers are often more than willing to pay duty in order to secure the benefits of more attractive consumer ad matter than local printers can offer.

#### HOW TO WRITE YOUR EXPORT ADS

The preparation of export magazine copy should embody definite offers, so clearly stated that cable replies can be made safely. Illustrate and explain, rather than describe and argue, for time is precious to the buyer as it is to the American maker. There can be no question of moral justification in using every effort to supply the neutral territories and those actually engaged in Europe's war, for it means every degree of discomfort if we refuse to act.

It will do much for world peace if the United States takes full advantage of the commercial situation. America's export future is to be that of the leading exporting nation—and Europe's war has only hastened the result.

## Advertising Men in Europe

A NUMBER of men connected with advertising in various capacities are reported to be in Europe or on their way home. The names which PRINTERS' INK has gathered through its reporters and correspondents are:

### ADVERTISERS

Albert Flesh, Atlas Underwear Company, Richmond, Ind.; Harry Tipper, Texas Company, New York; W. P. Werheim, Pratt & Lambert, Buffalo, N. Y.; Walter Clark, vice-president, Niles-Bement-Pond Company, New York; Henry Dresses, Dresses Machine Tool Company, Cincinnati, Ohio; E. Rivett, president, Rivett Lathe & Grinder Company, Boston, Mass.; Henry Schwarz, of F. A. O. Schwarz, New York.

G. F. Schrafft, of Schrafft's, New York; Ben Haas, Haas Brothers (silks and dress goods), New York; A. Biardot, Franco-American Food Company, Jersey City, N. J.; George E. Smith, president, Royal Typewriter Company, New York; W. H. Cottingham, president, Sherwin-Williams Company.

### PUBLISHERS

Frank A. Munsey, Frank A. Munsey Company, New York; Ralph Pulitzer, publisher, New York *World*; Nathan Straus, Jr., publisher, *Puck*; Chas. H. Grasty, publisher, Baltimore *Sun*; Bradford Merrill, publisher, New York *American*; Barrett Andrews, advertising manager, *Vogue*; Senator G. T. Oliver, publisher, Pittsburgh *Gazette Times*, *Chronicle Telegraph*; Norman E. Mack, publisher, Buffalo *Times*; H. S. Thalheimer, publisher, Toledo *Blade*; C. B. Wolfram, publisher, New York *German Herold*; Chas. T. Root, United Publishers Corporation, New York; A. C. Pearson, vice-pres., *Dry Goods Economist*, New York; W. T. Best, Raleigh *News and Observer*; Hugh Boyd, publisher New Brunswick (N. J.) *Home News*; Gilbert W. Chowy, Quebec *Telegraph*; C.

Lombardi, Galveston *News*; Charles R. Long, Chester (Pa.) *Times*; E. S. Underhill, publisher, Corning (N. Y.) *Leader*; Andrew J. Warner, Rochester *Times*; George J. Auer, advertising manager of the Atlanta *Georgian*.

Agents and Special Representatives: J. Walter Thompson, J. Walter Thompson Company, New York; Frank Presbrey, Frank Presbrey Company, New York; Hugh McAtamney, Hugh McAtamney & Co., New York; Joseph Kaufman, Federal Advertising Agency, New York; Frank J. Smith, J. Walter Thompson Company, New York; Philip J. Simms, J. Walter Thompson Company, New York; Ross Gamble, W. H. Kastor Sons Advertising Company, Chicago.

Other names are: E. C. True, president, Dr. J. F. True & Co., Auburn, Me.; Ben Levy, president of the Ben Levy Company, Boston, in Paris; Edward A. and A. Lincoln Filene, members of the firm of William Filene's Sons Company, Boston, at a health resort near Paris; Elmer E. Fisher, director of selling of William Filene's Sons Co.; C. George Krogness, newspaper representative, Marquette Bldg., Chicago, was in Switzerland, supposed to be in London; Krebs Beebe, newspaper representative, now in Paris; Eben and Robert Jordan, of the firm of Jordan, Marsh & Co., Boston, now on way to Scotland; Prather Knapp, secretary of the St. Louis Advertising Men's League is in Rome, Italy.

Irving Bacon, honorary member of the Adcraft Club and an artist of note, is spending the year in Munich.

David Brown, president of the General Ice Delivery Company, of Detroit, and a director of the Adcraft Club is in London.

Dr. J. W. Jenks, of the Alexander Hamilton Institute, New York, is in Germany.

Dr. Galloway and Professor Edward Pratt, both of New York University and the Alexander Hamilton Institute, are in Europe also.

## Waldo Joins New York "Tribune"

Richard H. Waldo will resign on September 1 as business manager of *Good Housekeeping Magazine* to assume general administrative duties in connection with the reconstruction of the New York *Tribune*, and will be closely associated with G. Verner Rogers, the general manager.

Mr. Waldo went to *Good Housekeeping* in the fall of 1905 as solicitor for New England, and has successively occupied all of the important positions on the business side of the magazine. During his administration the advertising space of the publication has doubled and the revenue quadrupled. In line with his idea of what truthful advertising should be, nearly \$100,000 worth of business was eliminated by him last year from the magazine because certain goods offered for advertising were below par, or the statements found to be inaccurate. However, a remarkable fact is that over \$200,000 new business was written, the net gain putting the final stamp of success on a policy which in the beginning had been called foolhardy or worse.

One of Mr. Waldo's first steps as a means of backing up the advertising guarantee was the establishment of *Good Housekeeping Institute*. This undertaking, initiated some five years ago, has been brought up and developed until its work to-day is an important part of the editorial policy. As a result, many leading manufacturers now carry on their goods labels stating that endorsement of *Good Housekeeping Institute* has been given. Not only that but they take every means to advertise the fact that their products have passed tests and won this stamp of high approval.

A notable growth of the institute work has been the establishment of the *Good Housekeeping Bureau of Foods, Sanitation and Health*, under the direction of Dr. Harvey W. Wiley, former chief of the U. S. Bureau of Chemistry. The famous pure food champion's resignation from the Government service to become head of this bureau and contributing editor of *Good Housekeeping* created a sensation at the time. The work that has since been done by Dr. Wiley and Mr. Waldo in checking up inaccurate labels and careless advertising is familiar to advertising men everywhere. Dr. Wiley will continue his work along the same lines as in the past.

Elmer Helms, the present advertising manager of the *Tribune*, will continue in charge of that department.

C. Henry Hathaway, who became advertising manager of *Good Housekeeping Magazine* at the first of the year, will carry on Mr. Waldo's work and policies. He is well and favorably known throughout the business, especially in the West, where he made a record as Western manager for his publication.

*Up-to-Date Farming*, of Indianapolis, is now represented by the John M. Branham Co., of Chicago and New York.

## E. St. Elmo Lewis to Leave Burroughs

E. St. Elmo Lewis has resigned as advertising manager of the Burroughs Adding Machine Company, of Detroit, and on September 1 will become vice-president and general manager of the Art Metal Construction Company, Jamestown, N. Y.

Mr. Lewis has been with the Burroughs Adding Machine Company since 1905. Starting as advertising manager with no assistants, he leaves a department numbering 170 people—one of the largest supported by any concern anywhere. The appropriation at first was about \$14,000 a year; it is now nearly \$200,000 a year. In 1905 the Burroughs Company sent out about 60,000 pieces of advertising, and received an average of from eight to ten inquiries a day. From 1909 to 1913 it received 169,398 inquiries, to whom were sold 20,475 adding machines, a total business of \$6,314,661.30.

After Mr. Lewis' resignation takes effect, J. R. Harrison, the first assistant, will be in charge of the advertising department, but it is announced there will be no advertising manager appointed for the present. The policies already mapped out will be continued. The decisions that are made in furthering these policies will be, hereafter, rendered by the sales committee, of which General Manager A. J. Lauer is chairman.

Mr. Lewis has no announcement to make regarding plans in connection with his new work.

## Toal Leaves Valspar

J. Herbert Toal has resigned as Western sales promotion manager of Valentine & Co. (Valspar), and on September 1 will become the sales promotion and advertising manager for the Uno Manufacturing Company, manufacturing chemists, Chicago.

Mr. Toal has had charge of the Valspar distribution and advertising work in the Central West for the past three years.

## Change in G. E. Conkey Company's Advertising

The J. F. Singleton Company, advertising agency, Cleveland, is handling the advertising of the entire line of the G. E. Conkey Company, including poultry and stock remedies, "Roof-ix" and other specialties. It is planned to use a general line of newspaper, poultry and agricultural publications.

## Harrison With Callopy Agency

Thomas W. Harrison, formerly managing director of the Dominion Engraving Company, Ltd., of Vancouver, B. C., has resigned to join the staff of the Callopy Advertising Company, Ltd., of the same city.

George S. Ryan, vice-president of the agency, is now managing the Callopy office.

## The Public Ledger These Days is an Index of the World

and all for two cents—fresh every morning as a new laid egg. At a quick guess it must take all the ocean cables, mails, telegraph wires and a thousand night-and-day busy minds and fingers to make such an amazing encyclopaedia of the happenings of two hemispheres, by its order, energy and thoroughness.

It is an inspiration and example to storekeepers who care for method and system rather than hodge-podge, helter-skelter and higgledy-piggledy ways.

We have a lion-like front these days of war tempers, to fight down the ephemerals—the masks and crooked timber store building to capture customers upon flaring, glaring doings with worn-out left-overs and failure stocks.

Here the people shall find a robust, open-faced, upright, manly, well-equipped, full and ever-growing Store.

**Nothing is too new !**

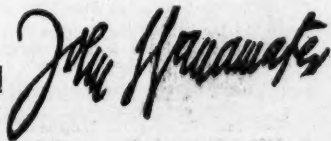
**Nothing is too good !**

**No lots are too large !**

***But qualities must be just so !***

Test the Store's capacity and goodness, and see if the effort of everybody here is not clearly apparent to do a little more for our customers than is necessary rather than a little less.

[Signed]



August 11, 1914

THE CHICAGO DAILY TRIBUNE: SATURDAY, JULY 28, 1914

# Hughes' Novel of New York's Tango Set.

BY AUDRIE ALSPAUGH.

**Y**EARS hence, future generations, whether madder or saner than our own, if desiring to dip into a phase of helped

Years hence, future generations, whether madder or saner than our own, if desiring to dip into a phase of helped

This is the reason phases of the man New York tango f ality. He covers th with a thoroughness plishes a well round ness. And what m know about the wild and the tango suppers ing, we can accept th on them as sound, u for our judgment his tr descriptions of shop windows, and fashions, and opera,

It is not a pleasant book to read, but it is an absorbing one and it keeps itself clean, even when dipping into the social garbage. It is making no bid for a sly appeal to sensualism; there is real purpose behind it, a purpose clearly apparent, neither moralistic nor carnalistic, but earnestly definite.

does not, of course measure the only

behind closed doors, the weeks, de

**HARPER & BROTHERS**  
PUBLISHERS  
NEW YORK AND LONDON  
FRANKLIN SQUARE, NEW YORK

July 28th, 1914.  
Eupert Hughes, Esq.,  
Bedford Hills,  
New York.

My Dear Hughes:--

I am enthralled by your new story, "Empty Pockets," if the rest of the book maintains the promise of the first few installments. I cannot see how anybody can refrain from reading it. Everybody in the United States may not buy it, but those who can't ought to steal it or acquire it in some way less profitable to author and publisher. I do hope it will remain a mystery story, or a semi-detective story, pretty nearly to the end. This would still permit all the sociological experimentation you evidently mean to indulge in.

I congratulate you on the opening chapters. It is great work.

Yours sincerely,

*J. A. Danek*  
General Manager.



## "EMPTY POCKETS"

the new novel by Rupert Hughes  
is the biggest American story ever written;  
it begins in the September issue of  
**THE RED BOOK MAGAZINE**  
which also published his  
→ "What Will People Say?"  
acknowledged everywhere as the great book of 1914

SEPTEMBER 1914  
PRICE 15 CENTS

### THE **RED BOOK** MAGAZINE



The great new Novel of New York  
"Empty Pockets" by Rupert Hughes  
begins in this issue

## The \$1.50 Novel Reader

**T**HINK of the kind of people you know who buy \$1.50 novels.

They represent the highest culture and the greatest purchasing power in America. These people are now buying **MUNSEY'S MAGAZINE** in preference to cloth bound books because—for 15c the copy—**MUNSEY'S** publishes in each issue a complete \$1.50 book-length novel by one of the foremost authors of the day. The next three months **MUNSEY'S** offers:

**OCTOBER:** "A YOUNG MAN'S YEAR"  
by ANTHONY HOPE, author of the  
"PRISONER OF ZENDA"

**NOVEMBER:** A new novel by LOUIS JOSEPH VANCE, author of "THE LONE WOLF" and "THE TREY OF HEARTS"

**DECEMBER:** RUPERT HUGHES' latest work—as fascinating as his "WHAT WILL PEOPLE SAY"

*Does this kind of circulation, and the steadily increasing value of **MUNSEY'S** to its advertisers, appeal to you as a good business buy?*

**The Frank A. Munsey Company**

175 Fifth Avenue  
NEW YORK

208 S. La Salle St.  
CHICAGO, ILL.

## Coming Campaign to Give Each Line Its Right Emphasis

Of the Sherwin-Williams Company, Cleveland, O.

These are questions which have confronted such manufacturers as Armour, Heinz, Beech-Nut and Colgate. I believe that all of these concerns became well known at first because of one particular leader. For instance, with the name of Armour, we were most likely to associate "ham"—with Heinz, "baked beans"—with Beech-Nut, "bacon"—and with Colgate, "tooth-paste." Of course all these and similar concerns have advertised their particular leaders individually—the Heinz company especially. It does not refer to its other lines except by the phrase "57 Varieties."

But we had quite a different problem to deal with from most of the concerns — different even from those I have just mentioned. For the food manufacturers, of course, sell products each of which has a separate and distinct use, and a concern such as Colgate sells products of known differences. But it is not so with

## IMPORTANCE OF MAKING THE NAME KNOWN

When we first started in national advertising, we considered that the first thing to do was to get people acquainted with the name "Sherwin-Williams" and

[illegible]

COPY CONTAINING EDITORIAL SIGNED BY PRESIDENT  
COTTINGHAM TO GIVE PERSONAL APPEAL



## America must now shoulder the world's work—

During the Franco-Prussian War, Great Britain experienced a period of great prosperity.

With all Europe at war, America now occupies the same position as Great Britain did forty-four years ago.

We shall have to work harder, manufacture more, advertise more.

Advertise more especially in the trade and technical papers which reach the manufacturers and the workers.

*"A great war in Europe will enable the United States to sell its crops in places which will give a much greater income than if there was no war. Almost every industry will derive more or less advantage. . . . Should the American people take advantage of the golden opportunity afforded them by the outbreak of the war, it will mean not diminished but increased prosperity for the United States."—Sir George Paish, Editor of the London "Statist."*

## Five American Business Papers—

Each a Tool for the Workers in its Field

**The Engineering and Mining Journal—**  
Devoted to Metal Mining and Metallurgy—  
Circulation 10,000.

**Engineering News—**  
The Standard Paper of Civil Engineering  
and Contracting—Circulation 32,300.

**American Machinist—**  
Devoted to the work of Machine Building—  
Circulation 25,750.

**Power—**  
Devoted to the Generation and Transmission  
of Power—Circulation 31,250.

**Coal Age—**  
Devoted to Coal Mining and Coke Manufacture—Circulation 11,000.

All the above papers are members of the  
A. B. C.

**HILL PUBLISHING COMPANY**

505 Pearl Street

New York City

# A \$12.50 advertisement sells \$2000.00 worth of seed potatoes

Ogdensburg, Wis., Feb. 20, 1914

Orange Judd Farmer, Chicago, Ill.

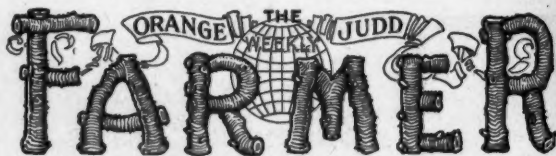
Dear Sirs:

I am inclosing check for \$11.20, for which run the inclosed adv four times. I have had extra good results from my small adv in your classified columns, for I have sold over Two Thousand Dollars worth of seed potatoes.

Yours truly,

(Signed) GUY ANDERSON

We print this letter as further evidence of the *advertising* and *selling* value of *Orange Judd Farmer*, for, as is well known, a splendid indication of the hold of any publication upon its subscribers is its classified advertising. The number of subscribers' announcements in the classified columns of *Orange Judd Farmer* is ample proof of its strength and popularity among the prosperous farmers of the Central States.



Chicago, Illinois

*The Leading Farm Weekly of the Central West*

It is the Central Western edition of the five *Orange Judd Weeklies*. Edited by Clarence A. Shamel, a recognized authority on Western agriculture, who combines expert knowledge with practical experience of the needs of Western farmers.

## 125,000 Circulation Guaranteed

among the *highest grade* farmers in the Central West because of its value to them in their business of farming. There is *exceptional buying power* in this circulation.

Address Nearest Office for Sample Copies and Advertising Rates

We are members of the  
Audit Bureau  
of Circulation

### ORANGE JUDD COMPANY

Headquarters: 315 Fourth Ave., New York  
1518-1526 Michigan Blvd. Bldg., Chicago, Ill.

NORTHWESTERN OFFICE  
Onida Bldg.  
Minneapolis, Minn.

SOUTHERN OFFICE  
Candler Bldg.  
Atlanta, Ga.

EASTERN OFFICE  
Myrick Bldg.  
Springfield, Mass.



big combined circulation of just the people we wanted to reach and we also found ourselves able to take larger and more frequent spaces.

## SHERWIN-WILLIAMS



### PAINTS & VARNISHES

The first thing to know about paints and varnishes is that house paint will not do for freight cars and that piano varnish will not do for floors. This is true of all surfaces—each requires a different treatment. You can no more get good results from a finish made for all surfaces than you can be cured of all diseases with one medicine—beWARE of the paint or varnish that is recommended for all kinds of purposes. Your problem is to find the paint or varnish best suited to the surface you wish to cover. The Sherwin-Williams Co. have worked out this problem for everyone—for every surface. The right quality in their products protects and beautifies longest the surface for which each is intended. This right quality has made them the largest manufacturers of paints and varnishes in the world.

We sell a full line of Sherwin-Williams Products.

THE WHOLE LINE FEATURED IN ONE AD

The product of each month will be advertised first of all by a full page ad in *The Saturday Evening Post* and a similar ad will appear in the other publications. I must make an exception—that is, in the women's publications we will still maintain our "decorative department" ads, as we believe the woman is most easily interested by a decorative appeal. These ads, however, are made to have a more personal appeal.

An innovation in our ads is the inclusion of a little editorial written and signed by President Walter H. Cottingham. These editorials tell some interesting little facts in connection with the product featured and give a personal touch to the ad. We believe that some people who might be prejudiced or kept away by the formal ending of the ad "The Sherwin-Williams Company"—might feel that they were a little nearer to us if they had a heart-to-heart chat with some personality of the concern. The script signature helps to create this personal impression.

So much for the part played by magazines in our "leader pushing campaign." The next important factor is our agents' house-organ, the *SWP*. This had been gradually diminishing from a monthly publication to a semi-annual. But we decided that its success depended largely on the way our agents and dealers co-operated with us. So the *SWP* is to be put back in a blaze of glory. From its former size of 7 by 9 inches it is now 11 by 16 inches. In place of the former 8-point type, we are using 18 and 24-point.

In simple language the *SWP* tells the agent just how he must get ready to cash in on the goods to be featured the coming month. It shows him the magazine ads. But best of all, each number of the *SWP* carries with it a complete window trim made specially for the product of the month.

We, like most advertisers, are



ONE OF THE SHERWIN-WILLIAMS MONTHLY WINDOW TRIMS

strong believers in window trims. But also, like most advertisers, we have found that unfortunately our agents will not ask for trims or else they will not put them up after they are received. We have

been in the habit of getting out two trims every year—one for fall and one for spring. These trims were of a general nature and were usually quite elaborate. But a new trim for every month, featuring a special leader in a simple, though forceful way, will be much more popular with the agent. Going out in the *SWP*, the agent cannot overlook the trim, and after seeing many attractive suggestions for fixing his window, it is a pretty safe bet that the trim is going to go up.

We do not confine our new *SWP* entirely to our agents. For instance, the October number is going to tell all about our varnishes—it is a varnish number. So we shall send it to all our varnish dealers. While we confine the greater part of each issue to the leader of that month, we do not entirely overlook other products. In the September number we show a special assortment of our barn paint. We have decided by the way, to make this house-organ sell goods more than ever before. If you present your proposition in an attractive, unobtrusive way, you will often strike your dealer at just the happy moment to make a sale.

Although it is somewhat out of line with my subject, I want to tell of a little "stunt" we are trying out successfully with our *SWP*. We have the back cover perforated and tell the dealer to tear it off and stick it on his window. On this cover we show some interesting event, but we make sure it is something of interest to everyone. For instance, on one issue we show pictures of the much-talked of Curtiss Aeroplane America and tell that Sherwin-Williams goods were used on it. This idea falls right in line with the current-events bulletins that are attracting crowds around the windows of the highest class merchants.

Besides featuring our monthly leader first in the magazines, second in the *SWP*, third by window trims—we give the dealer "tie-up" features such as lantern slides, newspaper electros, enclosing slips, etc. Our special news-

paper electro is made along the same design as the ads in the current magazines but also shows other electros on the same product. We suggest attractive ways of arranging packages of the special product and urge the use of every other feature advertising it—such as show cards, color sample cards, folders, etc.

The salesmen are most enthusiastic over this new monthly idea as they see in it a way to boost the sales of those leaders who are lagging behind and those who do not require any special help will be boosted more than ever. The sales department is also given freer rein in regulating its sales. From every standpoint we believe we have hit upon the right idea for the manufacturer whose goods are divided into many different lines.

### Cincinnati's Plans for Advertising Itself

The Cincinnati Advertisers' Club, composed of advertising men and advertisers, has planned a campaign which has for its immediate object the accumulation of a fund of \$1,000,000 in five years, to be used in advertising to the city's trade territory its advantages as a place to do business in.

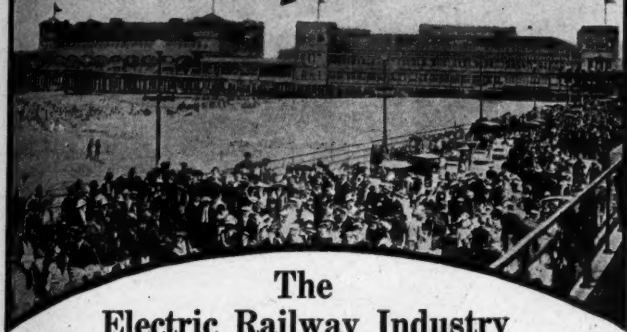
According to President Albert de Monteluzin, head of the Advertisers' Club, the plan is to raise \$900,000 each year for five years, spending it yearly in newspaper, magazine and other advertising directing attention to the advantages of Cincinnati from a business standpoint. It is stated that the money for this purpose is already practically assured, the larger manufacturers as well as other business men in Cincinnati having realized the necessity of publicity along this line in order to give the city its proper place in the Middle West.

### Lesan Has Moving Picture Account

The account of the Paramount Pictures Corporation has been placed with the H. E. Lesan Advertising Agency, of New York. This is a new organization which will handle the distribution of motion pictures produced by the Famous Players Film Company, the Jesse L. Lasky Feature Play Company, Bosworth, Incorporated, etc.

A national advertising campaign to educate the public and increase the clientele of high-grade motion pictures will begin in September in *The Saturday Evening Post* and posters will be used throughout the country. A large expenditure for this motion picture advertising in national mediums is later contemplated.

# A big convention of multi-millionaire buyers



## The Electric Railway Industry

holds its annual convention at Atlantic City in October. Its representatives at that time seek material, equipment and supplies worth buying. For a quarter century they have used the

## Annual Convention Number ELECTRIC RAILWAY JOURNAL

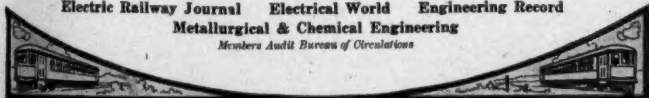
as their guide to what is on the market. It is the one big opportunity of the year to tell your sales story to all electric railway men of importance while they are all actively seeking new ideas.

There is just time to get the details and have our Service Department plan the right kind of copy for you to use in this issue. Write today for a copy of last year's issue, for convention data and for a definite suggestion on how you can cash in on this once-a-year sales opportunity.

**McGraw Publishing Co., Inc., 239 W. 39th St., New York**

**Electric Railway Journal    Electrical World    Engineering Record  
Metallurgical & Chemical Engineering**

*Members Audit Bureau of Circulations*



A  
SERVICE  
AGENCY



THE  
**ERICKSON CO.**  
INC.  
381 FOURTH AVENUE,  
NEW YORK.

Member Audit Bureau of Circulations

## Lincoln as a Model for Writers of Sales Letters

*Suggestive Selections from the Personal and Official Correspondence of One Who is Recognized As a Master of Strong and Effective Writing—Tact, Good Humor and Logic the Strong Features*

By Harrison McJohnston

**A**SKED what influence was greatest in his climb to a top rung of the steep ladder, the sales director of an extensive general merchandise business, which sells a great deal by mail replied without hesitation: "Abraham Lincoln—the reading of his letters, telegrams, and speeches.

"They reveal to me much of the reason for Lincoln's extraordinary success," he said. "Naturally, I have tried to incorporate into my letters, for example, some of the qualities of the Lincoln way of writing letters, and into my speech some of the Lincoln excellences. Lincoln's telegrams, too, are an inspiration. It has occurred to me often that any salesman might learn much from Lincoln. Perusal of his letters should be of great value especially to all those who write selling letters.

"By the way," he asked, "what man does not write selling letters? Are there any letters in the world which may not profitably be regarded as sales letters. Love letters, for instance—in one sense the lover is selling himself; or the most perfunctory social letter—a little twist of excellence in it will make those 'regrets' or those 'acceptances' seem more sincere, and therefore will cause the reader to esteem a little more highly the personality of the writer—a very important selling quality?

### A LETTER TO GRANT

"In business, of course, it is a more difficult task to find the letter that should not be imbued with as much selling sense as the writer can muster, whatsoever the nature of the letter. Lincoln apparently believed in a liberal use of extraordinary selling sense in all his

letters—to whomsoever he might write."

An hour's haphazard perusal of a volume of Lincoln's Letters and Addresses revealed the truth of this enthusiastic testimonial to the excellence of Lincoln's salesmanship. First, read the following letter to General Grant, dated April 30, 1864:

"Not expecting to see you again before the spring campaign opens, I wish to express in this way my entire satisfaction with what you have done up to this time, so far as I understand it. The particulars of your plans I neither know nor seek to know. You are vigilant and self-reliant; and, pleased with this, I wish not to obtrude any constraints nor restraints upon you. While I am very anxious that any great disaster or capture of our men in great numbers shall be avoided, I know these points are less likely to escape your attention than they would be mine. If there is anything wanting which is within my power to give, do not fail to let me know it. And now, with a brave army and a just cause, may God sustain you."

As a "ginger" letter of the sort that clearly takes full advantage of the type of man addressed, this is an excellent example. Lincoln's success in revealing his great confidence in his greatest general through letters and dispatches undoubtedly had much influence in promoting Grant's success.

### EVEN IN A CRISIS HIS LETTERS WERE TACTFUL

Contrast with this letter, one to General McClellan whose plans did not accord with those of his chief. It is dated February 3, 1862, at Washington:

"My dear Sir: You and I have distinct and different plans for a movement of the Army of the Potomac—yours to be down the Chesapeake, up the Rappahannock to Urbana and across land to the terminus of the railroad on the York River; mine to move directly to a point on the railroad southwest of Manassas.

"If you will give me satisfactory answers to the following

questions, I shall gladly yield my plan to yours.

"First. Does not your plan involve a greatly larger expenditure of time and money than mine?"

"Second. Wherein is a victory more certain by your plan than mine?"

"Third. Wherein is a victory more valuable by your plan than mine?"

"Fourth. In fact, would it not be less valuable in this, that it would break no great line of the enemy's communications, while mine would?"

"Fifth. In case of disaster, would not a retreat be more difficult by your plan than mine?"

"... Are you strong enough—are you strong enough, even with my help—to set your foot upon the necks of Sumner, Heintzelman, and Keyes, all at once? This is a practical and a very serious question for you."

This letter carries valuable suggestions to the modern manager of salesmen when he finds that the plans of one of his men are not in accord with his own. The admirable directness of the first clear and terse statement of fact, the extremely fair and reasonable spirit in the second paragraph; then those point-blank questions which put the reader on the defensive and prevent him from dodging—after the reader has been led into an attitude designed to secure grave consideration of the greater feasibility of the writer's plans; such a letter merits the envy of any modern manager of live men.

This letter at once makes necessary and easy the acceptance of Lincoln's plan. It utterly lacks any evidence of coercion. It aims so thoroughly to convert McClellan's mind and heart to Lincoln's plan as to get the general's sincerest co-operation in promoting the plan—or definitely make good his own plan.

Thus, in the light of results, this letter seems remarkable. It is one of those very simple-looking letters which often are saturated with good selling sense. The evident absolute fairness of the writer encourages fair and accu-

rate answers to the questions—which questions, in turn, lead General McClellan surely and firmly around to Lincoln's point of view.

#### LINCOLN'S USE OF HUMOR

Combine with this kind of wisdom Lincoln's strong, though conservative, sense of humor, and you have two of the most fundamental qualities of superb selling sense. A note to Secretary Stanton, Nov. 11, 1863, illustrates Lincoln's effective use of humor:

"Dear Sir: I personally wish Jacob Freese, of New Jersey, to be appointed Colonel of a coloured regiment, and this regardless of whether he can tell the exact shade of Julius Cæsar's hair."

This touch of Lincoln's wit relieves the necessity of giving a definite reason for this odd appointment. It seems to be an extremely effective implication of much that is not written in the letter. Immediate and good-natured compliance with this request would seem to be a very natural result. Good humor so used is always an effective element of good selling sense. The selling quality involved in Lincoln's abundant use of humor merits close study.

Lincoln swayed the emotions of men as much as their minds. His power over minds was, in great measure, due to his appeal to emotions; while his appeal to the hearts of men was, in not a few instances, the result of his rare use of humor. Contrary to the usual result of the indulgence of humor in business correspondence, Lincoln's use of it served to impress his intense sincerity. He is never more human, and therefore more sincere and convincing, than, for example, in part of his letter to Joshua F. Speed, October 22, 1846:

"We have another boy, born the 10th of March. He is very much such a child as Bob was at his age, rather of a longer order. Bob is 'short and low,' and I expect always will be. He talks very plainly—almost as plainly as anybody. He is quite smart enough. I sometimes fear that he is one of the little rare-ripe sort that are



smarter at about five than ever after. He has a great deal of that sort of mischief that is the offspring of such animal spirits. Since I began this letter, a messenger came to tell me Bob was lost; but by the time I reached the house his mother had found him and had him whipped, and by now, very likely, he is run away again."

#### MEETING AN ADVERSE SITUATION

Lincoln's willingness to face facts, especially facts apparently adverse to his welfare, is another important selling quality exhibited in his letters. This point was particularly emphasized by the sales director whose success, in part, has been due to communion with a little leather-bound volume of Lincoln's Letters and Addresses.

Lincoln knew the value of frankly agreeing with his opponents sufficiently to get favorable attention to his disagreements with them. His admissions of adverse fact were always direct and definite. This indication of a

fearless attitude toward competition, as it were, constitutes another important Lincolnian lesson in salesmanship. It immediately suggests to the reader a spirit of confidence and courage and fairness in the writer; it also suggests to the reader that the adverse facts are of a lesser degree of adversity than would be the case if the writer should ignore or try directly to make adverse facts seem less important.

Extracts which illustrate this "selling quality" in Lincoln's letters follow:

This from his letter of March 26, 1843, to Martin H. Morris:

"It is truly gratifying to me to learn that while the people of Sangamon have cast me off, my old friends of Menard, who have known me longest and best, stick to me. It would astonish, if not amuse, the older citizens to learn that I (a stranger, friendless, uneducated, penniless boy, working on a flatboat at ten dollars per month) have been put down here

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

as the candidate of pride, wealth, and aristocratic family distinction. Yet so, chiefly, it was."

Again, his letter of July 31, 1862, to August Belmont, begins:

"Dear Sir: You send to Mr. W—— an extract from a letter written at New Orleans the 9th instant, which is shown to me. You do not give the writer's name; but plainly he is a man of ability, and probably of some note. He says: 'The time has arrived when Mr. Lincoln must take a decisive course. Trying to please everybody, he will satisfy nobody. A vacillating policy in matters of importance is the very worst. Now is the time, if ever, for honest men who love their country to rally to its support. Why will not the North say officially that it wishes for the restoration of the Union as it was?'"

"And so, it seems, this is the point on which the writer thinks I have no policy. Why will he not read and understand what I have said?"

#### TELLS WAY TO ADVANCEMENT

Another important "sales policy" is imbedded in his letter of July 10, 1848, to Wm. H. Herndon:

"The way for a young man to rise is to improve himself every way he can, never suspecting that anybody wishes to hinder him. Allow me to assure you that suspicion and jealousy never did help any man in any situation. There may sometimes be ungenerous attempts to keep a young man down; and they will succeed, too, if he allows his mind to be diverted from its true channel to brood over the attempted injury. Cast about, and see if this feeling has not injured every person you have ever known to fall into it."

The advice here given is as pertinent to a business concern as to an individual. Not a few backsets in business might be traced to the lack of this element of good selling sense. Correlated to this in importance is the revelation of independence exhibited in the following extract from Lincoln's "pep" letter to the same young man, dated June 22, 1848:

"As to the young men. You

must not wait to be brought forward by the older men. For instance, do you suppose that I should ever have got into notice if I had waited to be hunted up and pushed forward by older men? You young men get together and form a 'Rough and Ready Club,' and have regular meetings and speeches. Take in everybody you can get. Harrison Grimsley, L. A. Enos, Lee Kimball, and C. W. Mathey will do to begin the thing; but as you go along gather up all the shrewd, wild boys about town, whether just of age or a little under age—Chris. Logan, Reddick Ridgley, Lewis Zwizler, and hundreds such. Let every one play the part he can play best—some speak, some sing, and all 'holler'."

Finally, Lincoln possessed that remarkable executive quality of ability to upbraid in such manner as to compel respect, admiration, and good feeling toward him on the part of the party with whom he found fault. Here, for example, is part of a letter to his half-brother Johnston, dated January 2, 1851:

"Dear Johnston: Your request for eighty dollars I do not think it best to comply with now. At the various times when I have helped you a little you have said to me, 'We can get along very well now'; but in a very short time I find you in the same difficulty again. Now, this can only happen by some defect in your conduct. What that defect is, I think I know. You are not lazy, and still you are an idler. I doubt whether, since I saw you, you have done a good whole day's work in any one day. You do not very much dislike to work, and still you do not work much, merely because it does not seem to you that you could get much for it."

Naturally rugged, but non-gulible, honesty seems to have been the root of Lincoln's effective directness as writer and talker. There are a few who possess these Lincoln qualities in the selling end of business to-day—and all of them are at the top, or rapidly on the way.

Seven thousand, one hundred and six—the largest Net Paid circulation increase in a single week since Collier's went to 5 cents a copy, brings the August 1st issue up to 756,495 Net Paid.

Enforced concentration on home consumption, because of the war, will show the possibilities of "See America First" as a market. A lack of imports from Europe and the trade increase with South America will point the way to greater business expansion in the United States.

Advertising will play its part in this expansion, and Collier's increasing Net Paid circulation, at a low rate makes possible adequate national representation with even a limited appropriation.

## COLLIER'S

### THE NATIONAL WEEKLY

*A. C. F. Hammesfahr.*

*Advertising Manager*

#### COLLIER'S CIRCULATION ISSUE of AUGUST 1ST

Copies Printed 783,348

The difference between "Copies Printed" and "Gross" consists of imperfect and reserve copies.

Gross ..... 778,889

The difference between "Gross" and "Net" consists of agents' samples and returns.

Net ..... 768,054

The difference between "Net" and "Net Paid" is our Complimentary List.

Net Paid ..... 756,495

Member A. B. C.

"The Effect of the War on Business in America," by Isaac F. Marcossan, is an important and authoritative article based on a careful investigation. In *Collier's* for August 29th.



# Not a New Idea

*[Not quite two years ago this advertisement was published in Printers' Ink under the title above. We reprint it now, first, that you may note how consistently THE COUNTRY GENTLEMAN has followed the lines laid down for it; second, because it is, today as then, a correct statement of the idea behind the publication; and third, to emphasize the swift growth of its circulation.]*

The editorial idea on which THE COUNTRY GENTLEMAN is being published is not new, nor experimental.

Long ago, by the growth of our other publications, we demonstrated the same fundamentals to be sound and practical. These fundamentals have remained unchanged during the life of THE LADIES' HOME JOURNAL, and with THE SATURDAY EVENING POST since our ownership began.

The idea is that of a *National Publication*.

The details of execution were these:

1. To select a very definite person—in California, in Maine, in Texas, in Wisconsin—who had an obvious need for a certain kind of publication.
2. To go straight to the point with that person, wherever he might be, by a consistent policy and a broadly-conceived plan of contents.

3. To seek out those editors who, of all editors, are best equipped to fathom and fill the needs of this clientele.

4. To stint not in buying and printing the best literature and illustrations to be had on the subject.

In other words, to find *one big job*—and to do it right.

THE COUNTRY GENTLEMAN is directed straight to the man on the land who wants to work his land by intelligent, scientific, profit-producing methods, and who views his own activities in their relation to the whole wide sweep of national agricultural progress.

We have nothing for the narrow or tradition-bound—except a glimpse of bigger things.

There are hundreds of thousands of our kind of farmers, and they are rapidly increasing. We shall augment their number.

*[The circulation today is more than 280,000—an increase since this advertisement first appeared of 150 per cent. and an increase in three years of 1000 per cent.]*

The agricultural schools, the Government departments, the scientific world are at work daily creating potential readers for us.

By the same token, they are daily creating potential consumers of your goods, to be reached through THE COUNTRY GENTLEMAN.

**THE CURTIS PUBLISHING COMPANY**  
Independence Square, Philadelphia

## Why not durability as well as economy?

¶ Your catalog should hold together when opened by your customer. We have met this condition with our **RADIUM FOLDING ENAMEL**.

¶ **Radium Folding Enamel does not Crack or Break when Saddle-Stitched.**

¶ **RADIUM FOLDING ENAMEL** is pure white with superfine finish and is within the reach of all who believe good reproduction sells merchandise.

¶ **RADIUM FOLDING ENAMEL** basis 25 x 38—80 lb. will average 25 points test on Mullen Tester.

¶ Quality printers buy **RADIUM FOLDING ENAMEL** where paper is left to their discretion. This is the best evidence of printing quality.

¶ Send us your specifications so we may make your dummies and give you all the facts about our **RADIUM FOLDING ENAMEL**. Printed samples sent on request.

**Birmingham & Seaman Co.**  
**Tribune Building, Chicago**

New York   Milwaukee   St. Louis   Cincinnati   Detroit



## Copy Inspired by the War

How Some Advertisers Are Taking Advantage of the Almost Universal Interest in the European Conflict—Some Opportunities Directly Created by the War, and Some Clever Adaptations

OF course it is only natural that an event of such universal interest as the European war should have its effect upon advertising copy.

Not only is the business of many advertisers directly affected by the war, particularly in the case of those who handle imported goods, or goods manufactured in whole or part from imported materials, but there is a great opportunity to link up the copy for other things with the topic of general interest—by giving it a "war flavor."

Thus we have, even in this early stage of the conflict, two distinct classes of what might be called "war" copy: first, the copy which makes some definite announcement of new conditions due to the war; and second, the copy which merely uses the war interest incidentally as a means of getting a hearing for what is to follow.

To those must be added a third class, which consists of the advertising for those domestic products which can readily be substituted for similar imported products. In this class also belongs the advertising of the railways on the "See America first" theme, and the advertising of American resorts and institutions which are expecting to reap a harvest because of the closed facilities for European travel.

The promptness with which advertisers all

over the country have taken advantage of whatever opportunities they had to capitalize the public interest in the war speaks well for their enterprise. PRINTERS' INK itself contained in its August 13 issue nine advertisements referring more or less directly to the war. Those concerns which have sold goods direct to the governments of the countries involved have been prompt to make the fact known. Thus the Autopiano Company, New York, announces to the trade that its instruments are installed on the British warships *Implacable*, *Britannia*, *Forth*, *Essex*, *Warrior*, *Thames* and *Sidney*.

The announcement continues: "The concussion of the biggest guns and climatic extremes have no terrors for these remarkable playerpianos, which are features of the equipment of both the United States and British navies."

"Among the British war vessels prominently mentioned in recent war dispatches it is very interesting to know that the British cruiser *Essex*, which is protecting

## The Mutual Life and the War

Policyholders in the Mutual Life of Canada who enlist for active service, either in Canada or Europe, will not be required to pay an extra premium during the present war, even though it is called for in the letter of their contracts. This liberal concession is made solely out of regard for the sacrifice already made by the enlisting men and their families. The regulation applies exclusively to policyholders whose contracts are at present in force.

**THE MUTUAL LIFE**  
Assurance Company of Canada

WATERLOO, ONTARIO

GOOD WILL COPY WITH A PUNCH

British shipping interests along the Canadian Coast and which has been reported as being engaged in several naval engagements, has an Autopiano aboard.

"The United States Dreadnought *Florida*, which might be termed as doing police patrol duty

devoted to a minute description of the cars. It emphasises the fact, however, that the transaction represents a real sale; not merely a confiscation.

Just now, while there are charges of manipulation of the market, resulting in unwarranted

increases of prices, some concerns see the opportunity to build future good will by foregoing increased profits right now. John Wanamaker, for example, refers to the old Danish law that the man who raised the price of food in time of famine should have his right hand cut off, and adds that his stores will not raise the prices of any imported goods as long as the present goods last. The Eisner - Mendelson Company announces that "the price of Johann Hoff's Malt Extract will remain the same while the supply lasts."

Some of the automobile tire people have announced that prices will not be raised as long as the present supply of crude rubber lasts, though most of the big companies have advanced prices from ten to fifteen per

cent. The Riker-Hegeman Corporation is running a series of advertisements headed "Anent the War," which contains incidentally a boost for "home industries" and a clever play upon the phrase, "See America First." This is a sample ad:

No, we are not going to raise retail prices on imported perfumes and toilet goods until manufacturers make an additional charge to us, which some of them have already done.

We shall follow our time-honored

## A NEED OF THE TIMES

### —AND A SUGGESTION

**R**UMOR and false report and panic fear, weapons of calamity almost as keen-edged and deadly as the sword of war itself, are purely products of our mental state.

So, as we watch the tremendous forces of Old World civilization tearing its own structure apart—as we watch this civilization writhing in the throes of what we know is but the birth of a new and higher order—let us use to it carefully that, for our own good and for the good of all, we retain our mental poise and calm confidence in our own prosperity.

*—And to this end let us bring into our lives and homes every influence that makes for happiness, harmony and peace—that clears our thoughts and helps us to calm vision.*

Of all such influences none are so potent as music. Music, too, which man has always turned for solace and inspiration—the one power able to lift thought above doubt, out of the realm of anxious doubt and fear.

If to you and yours, music is not always available, this is a time when you may well take serious thought as to how you may best make it so.

That it lies within your power to find your life, your home and the lives of your family with the sunshine and inspiration of good music, is a potent fact.

The Pianola, the most modern pleasure and greatest musical instrument of our times, is waiting for introduction in your home.

Exchange the silent or tuneless piano you now have for The

Pianola—the piano which is so potent as music. Music, too, which man has always turned for solace and inspiration—the one power able to lift thought above doubt, out of the realm of anxious doubt and fear.

Enjoy a little every-day period of recreation and mental refreshment, by playing, yourself, this wonderful pianola. Give your young folks wholesome entertainment in their own home. Help your children in their education by allowing them access to the masterpiece of this art.

Never before has The Pianola been so needed in the home. Never before was it so fine, so perfect, so economical and so easy to buy. Come to Aeolian Hall tomorrow and investigate.

It will cost you nothing to know more about The Pianola, its possibilities and our easy terms of purchase.

The Pianola is on sale, in New York, only at Aeolian Hall. It is radically different from similar "player-pianos" and pianolas and is the only instrument of this type ever made and patented by the great musician and musical character of our time.

THE STRIMWAY PIANOLA THE LUTHERIAN PIANOLA THE BRILLIANT PIANOLA THE FAMOUS WELSH PIANOLA

Price from \$100. Write promptly as here is \$7.50

When you have your sleeping in the morning, the Pianola, at Aeolian Hall is one of the largest and most completely equipped Piano stores in the world.

## THE AEOLIAN COMPANY

"THE LARGEST REPRESENTATIVES OF MUSICAL INSTRUMENTS IN THE WORLD"  
AEOLIAN HALL, 30-32 WEST 42nd ST., BET. 5th & 6th AVES.

NOT TOO FAR FETCHED BECAUSE CLEVERLY DONE

in behalf of the United States off Tompkinsville, in New York harbor, also has an Autopiano aboard."

The sale of several Mitchell automobiles to the Russian War Office is used by the Mitchell Automobile Company as the text for an ad to dealers and consumers. A Russian officer in a Mitchell car with a Greek church for background is being saluted by a Cosack. The illustration is Russian in tone, but the text is largely

## Powers in Their Field

The Simmons - Boardman publications will carry your sales-message to men who spend over \$800,000,000 yearly for railway supplies and equipment.

*We are Members of the Audit Bureau of Circulations.*

Simmons-Boardman  
Publishing Company

New York  
Woolworth Bldg.

Chicago  
Transportation Bldg.

Cleveland  
Citizens Bldg.





*Unlike any other paper"*

With one publication, and only one, can you blanket every farming community in the United States, averaging to reach one out of every seven homes.

Thus The Farm Journal, the first paper to guarantee advertising, is not only the most powerful general publicity lever in the field, but the best merchandiser.

Investigate us; we have no solicitors to send to you. Think what this means—that the Farm Journal brings results, doesn't it? There are 494 agricultural papers in the United States, yet The Farm Journal carries more advertising in dollars than any other farm publication! Write for a Fair Play key-tag and the latest issue of Gumption, a useful twenty-four page publication.

## **The Farm Journal**

[A. B. C. MEMBER]

Wilmer Atkinson Co.  
Washington Square  
Philadelphia

methods of protecting the interests of our customers to the fullest extent.

Let's Americanize America. Now that our foreign friends have trouble in the family, we read that the seat of fashion is to be transferred from Paris to New York.

We have the fashion and the wheat, corn, oats, cotton, sugar and many of the crude drugs and important medicinal chemicals right here in America.

We have oils and perfumes and soaps and extracts produced in America. We make brushes and cutlery and rubber goods in America and all the rubber comes from South America. Patronize home industries. Learn how much America can do for you.

SEE AMERICA FIRST

The Kaffee Hag Corporation, New York, announces:

The state of affairs in Europe may temporarily cut off the greater part of the importation of Kaffee Hag, the famous caffeineless coffee which in a remarkably short time has made many friends in America.

However, consumers are assured that there is still a sufficient quantity on hand to supply their needs for some time to come. Consumers should not pay any more for it now than they have been paying for it in the past—25 cents a package.

There is, too, an opportunity right now for advertising agencies among manufacturers of domestic products which may be substituted successfully for similar products made abroad. Many of those manufacturers have never advertised, or have done so to a very limited extent and in a half-hearted way. This is the time to give them a taste of what advertising can do for them. Manufacturers of dye stuffs, chemicals, yarns, burlaps, instruments of precision, foundry and machine shop supplies, pottery, etc., represent only a few out of many which should be ripe for the right sort of solicitation. Some of them have already seen the necessity for some out-of-the ordi-

nary efforts to get trade, as the following announcement witnesses:

"Users of burlaps and jute yarns will find it to their advantage to look up 'Textilose' yarns, cloth and bags.

"Taylor, Armitage & Company, Incorporated, New York City."

Reproduced on page 38 is an ad of Piel Brothers, New York, which features a statement by the director of the Royal and Imperial Brewing Academy at Vienna to the effect that Piel Brothers' Beers are the equivalent of the beers imported from Germany. That is only one of a number of ads along similar lines in the interest of American products which have been meeting serious foreign competition. El-Bart Dry Gin, which is distilled at Baltimore, comes out with an ad in which it says: "Importation of gin has ceased entirely. It is now almost impossible to serve



# Are You Personally Fortified?

A man or a nation can think fast, whose trouble is knowing. But "the powers" to be reckoned with are the men and the nations that have built, equipped, fortified themselves, planted batteries behind machine-gun-like "minds" where the need wasn't desperately upon them.

You can have a personal standing army of protection against financial embarrassment if you put some regular amount into a savings account each day.

And the exceptional thing about the fortifications you place in the bank "in times of peace" is that they are always ready for you as well as protecting you.

Suppose you credit a dollar tomorrow, put it in the bank, pile another on it as soon as possible, a dollar a day, save, make a nice arrangement against emergency. And each dollar in 100 cents is now in its own emergency.

The City Banks have, jointly, the largest resources and the greatest margin of safety in Western Michigan 2000 on Savings

Four hundred million, during the war, savings of war bonds on Savings

Grand Rapids National City Bank, Branch at Detroit

City Trust & Savings Bank, First street east of River, Detroit, Branch at Detroit, Also Dept. 1, Division at Wash.



THE WAR FLAVOR IN BANK COPY

London Dry Gin—with one exception. From 1784 until 1904 El-Bart was made at the famous Camberwell Distillery, London. Since then El-Bart has been triple distilled at Baltimore, Maryland, after this same Camberwell formula and under the same supervision."

On the other hand, Barton & Guestier state: "The public is respectfully informed that the New York market is supplied with Gordon Dry Gin, and shipments of material quantities are now on the ocean. Statements to the contrary are—misleading?"

Revillon Frères, New York, announce in trade publications:







## Recipe for Success: Give a Big 5c Worth

FOR a nickel the New York subway delivers speed, safety, distance, in heaping measure. The "movies" are a colossal success because they give a bounteous 5c worth. So are the Woolworth stores; and their Himalayan pile on Broadway, the color of the nickels that built it, writes "Success" across the sky.

Today's Magazine, with its fifteen editors, puts out a 5c worth every month that, page for page and feature for feature, measures up to the 15c magazines. It is the biggest 5c worth, in any form, offered women today, and we are proving that the principle of giving a lot for the money spells success in magazining as in other lines.

461  
FOURTH  
AVENUE

**Today's**  
*Magazine for Women*

NEW  
YORK  
CITY

*Members of Audit Bureau of Circulations*

Of all such influences none is so potent as music."

"You can have a personal standing army of protection against financial embarrassment," says the ad of the City Banks of Grand Rapids. "Enlist a dollar to-morrow, put it in the bank, pile another on it as soon as you can, a dollar a week soon makes a nice armament against emergency. And each dollar is 103 cents in size on its first anniversary."

The Mutual Life of Canada ad, and that of the Chicago, Burlington & Quincy Railroad, both reproduced, take advantage of opportunities directly created by the war. As stated above, not every concern can do that, but the chances to take advantage of the war interest in indirect ways are almost endless.

### Announcement of New Campaigns

The MacManus Company, of Detroit, announces new advertising campaigns for the Sparks-Withington Company, of Jackson, Mich., manufacturer of the Spartan automobile horns, and the Detroit Engine Works, makers of stationary farm engines.

The Sparks-Withington Company is also the maker of motor car fans and automobile water pumps. The advertising, which is just starting, is the company's first national campaign and will be confined to exploiting the Spartan horn. It will cover the national magazines, trade papers and newspapers.

The Detroit Engine Works is one of the largest makers of stationary farm engines in the world. The campaign for this company will cover most of the farm journals in the country.

### Big Chain Planned for the South

The Co-operative Stores Company has been organized in Memphis, Tenn., and plans to operate 500 retail mercantile stores in Mississippi, Arkansas, Tennessee, Alabama and Southern Kentucky. The concern is capitalized at \$200,000, of which \$50,000 is said to have been paid in. C. A. Worthy is president, J. W. Saunders vice-president, and C. S. Morris secretary and treasurer. A temporary warehouse will be secured in Memphis, it is said, and a field agent put out at once selecting locations for the chain.

Everett C. Whitmyre, who has been connected with the advertising department of the Burroughs Adding Machine Company, Detroit, for some time, has been appointed advertising manager with the Diamond Power Specialty, Detroit.

### Frothingham Expresses Himself

THE A. M. BRIGGS COMPANY  
NEW YORK, Aug. 14, 1914.

Editor of PRINTERS' INK:

It seems to be quite well established in the advertising field that I made an address before the annual convention of the Poster Advertising Association at Atlantic City last month. I plead guilty. There was a fairly good excuse for me, a recruit from the magazine field, to give the poster advertising men my reasons for allying myself with that form of advertising. I gave them. They are good and sufficient and I am proud of my new field of activity.

Since that occasion I have read accounts of my address in a number of daily newspapers and periodicals devoted to the advertising field, and they all differed radically. That is to be expected where the news is summarized.

No one, however, ever heard of a story that grew less by the telling of it. And the latest development of that informal talk of mine is to the effect that it constituted a general, all-round "roast" on the magazines and the advertising agents active in that particular field.

Right here is where I wish to declare myself in no uncertain terms. Anyone who knows me, knows just about how likely I would be to indulge in gratuitous mud-slinging at the institution and the men in it with which I have been intimately identified for twenty years. I make no claims to having corralled all the virtue lying around loose in the advertising field—I simply am no fool.

In conclusion, might I suggest, Mr. Editor, that a fine upholstered, easy-going chair, occupying "full preferred position" in the lounging room of the Ananias Club, awaits any individual who gives further currency to such a ridiculous and misleading story.

ROBERT FROTHINGHAM,  
Vice-President.

### Hershey, Advertising Manager for Peruna

F. W. Schumacher, for several years advertising director of the Peruna Company, Columbus, O., is now devoting all his time to his mining enterprises in Canada. H. H. Hershey now has entire charge of the Peruna advertising, his title being advertising manager.

Mr. Hershey was in New York from 1906 to 1908 where he was in charge of the Katarno Company. He went with the Peruna Company in Columbus in 1908.

### H. M. Appel With "Black Cat" Hosiery

H. M. Appel, formerly of the Superior Underwear Company, Piqua, O., has become assistant to H. J. Winsten, sales and advertising manager of the Chicago-Kenosha Hosiery Company, Kenosha, Wis. The Chicago-Kenosha Hosiery Company manufactures the Black Cat line of hosiery. Its advertising will be placed hereafter by Paul Faust, of Mallory, Mitchell & Faust.

*Publishers, Advertising Agents,  
Printers, Lithographers, Outdoor  
Advertising Concerns, Novelty  
and Paper Manufacturers*

There is an old saying "If you can't advertise your business—advertise it for sale."

There must be a great many things of importance to tell about any successful business; and if you have anything to sell to national advertisers, you ought to have some message in PRINTERS' INK every week.

Add PRINTERS' INK to your sales force and it will explain your proposition to the largest buyers of advertising in the world.

The concerns that get big orders in the Fall are not the "lucky" ones—they are the ones who have used every effort to get this business.

*Have you done your full share?*

PRINTERS' INK PUBLISHING  
COMPANY

12 West 31st Street - - New York City



**W**HEN a city woman goes to the stores to "shop," she sees a hundred and one things that tempt her to spend money. Often she buys things she didn't intend to and fails to buy things she started out to buy.

A much-needed pair of gloves will be sacrificed for a bunch of violets. The theatre will postpone the purchase of a pair of slippers. A new feather and a bit of darning cotton may take the place of new stockings.

The competition for every dollar is not confined to competition between articles of a *like* nature, or different brands of the same thing, but the competition between your product and *all other opportunities to spend that money for something else.*

When you advertise to a city woman, it is difficult to get her attention in the midst of the tremendous volume of advertising that is done in a city.

You may get her attention. You may create in her a *desire* to buy your product, and to buy it at a specific store—but you cannot make the actual sale. At every step from her home to

## Advertisement of WOMAN'S WORLD



the store, the city woman is confronted with car cards, billboards, and alluring shop windows. And after entering the store she must run the gauntlet of countless counters of tempting merchandise.

It is far more profitable to advertise in WOMAN'S WORLD to the woman in the small town, where there is little competition—as yet.

The life of the WOMAN'S WORLD reader is simpler than that of her sister in the city. She has fewer conveniences at hand, and she is more receptive to what offers an easier or better way of dressing herself and her family, of providing the meals, of doing her housework.

She is not tempted by advertisements at every step to buy what she does not want. She goes to the store to *buy*—not to “shop.” And the storekeeper is her neighbor and friend who assists her to get just what she wants.

Put your goods on sale in the small town and country stores and advertise them in a publication that is edited for the women who live there. These dwellers in the small towns and country are the more prosperous and *larger part of the whole American people*. WOMAN'S WORLD gives you access to one home in every seven or eight, because it is primarily *edited for this class of women*. Out of its more than two million subscribers a million and three-quarters have their homes in the small towns and rural districts.

WOMAN'S WORLD  
Chicago



# San Francisco Examiner

**Selling at 5c. Per Copy  
or 75c. Per Month**

***Leads All Other San Francisco  
Newspapers By Very Wide  
Margins.***

**IN CIRCULATION:** It leads its nearest contemporary by over 35,000 copies Daily and by over 125,000 copies Sunday.

**IN ADVERTISING:** The Total Advertising for the seven first months of 1914 was:

<b>Examiner . .</b>	<b>6,182,176 lines</b>
<b>Second Paper . .</b>	<b>3,407,670 lines</b>

## QUALITY ADVERTISING

The 17 Local "Quality" Stores selling the highest class men's and women's goods, musical instruments, furniture, etc., in nine months, used space as follows:

<b>Examiner . .</b>	<b>641,894 lines</b>
<b>Second Paper . .</b>	<b>504,491 "</b>
<b>Third Paper . .</b>	<b>351,471 "</b>
<b>Fourth Paper . .</b>	<b>341,556 "</b>

**Whether You Want Quantity or Quality All  
Signs Point To The**

**SAN FRANCISCO EXAMINER**

M. D. HUNTON, 220 Fifth Ave., New York

W. H. WILSON, Hearst Building, Chicago



## Wants to Hear the Other Side

L. F. GRAMMES & SONS  
ALLENTOWN, PA., July 26, 1914.

Editor of PRINTERS' INK:

For the past year and a half, we have been reading the articles in PRINTERS' INK, relating to trade marks and unfair competition.

We have taken a great interest in this subject and the articles appearing in your journal have certainly been very interesting.

The articles that you have been publishing have given the complainant's side of the story and not the defendant's side. Do not you think that there are a lot of manufacturers and business men that would be interested to hear the other side of the story?

There are certainly a lot of business men who are honest but who get into troubles of this sort innocently, because others make them think they had a right to use the same design or name, by priority or for some other reason.

We ourselves would be very much interested in hearing the other side of the story and we feel positive that others feel the same as we do.

We hope you will take these suggestions in the spirit in which they are written. We are a regular subscriber to PRINTERS' INK and think it is one of the best little journals that come into our office. In fact we rely more on the information given in this journal than any other we know of, and for this reason we would like to have you take up the above subject.

L. F. GRAMMES & SONS.  
By H. H. GRAMMES.

IN PRINTERS' INK for July 9, an editorial entitled "Publicity is Needed Here" called attention to the fact that many, if not most, of the suits for unfair competition are due to ignorance on the part of the defendants and their advisers. It is undoubtedly true moreover, that many imitators are quite innocent of any intention to steal what belongs to somebody else. But those cases seldom get into the courts, because it seldom requires a court decision to convince the thoroughly innocent man that his conduct is dishonest. Unfair competition cases generally fall into one of three classifications: (1) Deliberate attempts to steal another's good will, skilfully contrived so as to keep just within the law; (2) obvious unfair competition entered into through ignorance of the legal doctrine which prohibits it; and (3) conflicting claims of two or more parties, each of

which believes itself rightfully entitled to the matter in dispute.

In the great majority of the cases reported in PRINTERS' INK, we do not present the "claims" of either party, but rather the *decision of the court*. Sometimes the grounds upon which the suit was brought are stated, for the purpose of making the effect of the decision clearer, and those, necessarily, are stated from the standpoint of the complainant. If a majority of the cases reported are decided in favor of the complainants (which happens to be the fact), the courts are responsible and not PRINTERS' INK. Mr. Grammes may be assured that the defendants' claims in cases which fall under the first two classifications named above are not worth printing in a business journal. They have a technical interest for lawyers, and that is about all.

It is quite otherwise, however, with the cases in the third named class, where there is a conflict of claims. Those cases may be fought with the most intense bitterness, as is true, for example, of the litigation between G. & C. Merriam and George W. Ogilvie over the right to publish a "Webster's" dictionary, but at bottom it must be recognized that there is a real conflict of claims, and both parties undoubtedly believe themselves *rightfully* entitled to the object of the contention.

In such cases PRINTERS' INK tries impartially to present the claims of both sides. Sometimes it is hard to do that, when accusations are flying like the wind and we can listen to but one side at a time through the medium of a printed brief. In the dictionary cases just mentioned litigation has been more or less continuous for 24 years. Quite naturally both sides are thoroughly determined and thoroughly antagonistic. Yet both are entitled to the belief that they are sincere in their claims. They have an equal right to be heard in court and in the columns of PRINTERS' INK.

In other words, we *do* give the defendant's side of the story when his claims consist of anything more than general denials of in-

fringement, and when he relies upon something besides legal technicalities to win his case.—[Ed. of PRINTERS' INK.]

## Unprecedented Opportunities Crowding Upon Us

EASTERN REPRESENTATIVE, CHICAGO "EX-AMINER," SAN FRANCISCO "EX-AMINER," AND LOS ANGELES "EXAMINER"

New York, August 13, 1914.

Editor of PRINTERS' INK:

It seems to me time that PRINTERS' INK and all other trade journals should sound the note of sanity. One would think from the attitude of unreasoning fear into which so many of our merchants and manufacturers seem to have fallen that it was this country which was at war with the world and whose activities were paralyzed. If our crops had failed and our factories had closed from lack of hands and want of outlet, the blue funk and paralysis might be understood. So far from this being the case, our unfortunate European brothers have opened commercial opportunities to the United States such as are seldom presented in the span of several generations.

Europe must eat our food, or starve; and its war chests, piled with gold, have been stored for just such an emergency. South and Central America, whose total purchases from Europe have aggregated two billions of dollars annually, must look to the manufactories of the United States for a large part of their supply. Arrangements will soon be completed for the transportation of our surplus food products to Europe and of our manufactures to the Southern Hemisphere. Money must pour in upon us from these sources.

To further alleviate any possible stringency in American finance, we have the additional resources of bank currency under the Aldrich-Vreeland Bill and Reserve Bank Act. This immense volume of currency means, really, inflation, and inflation spells activity of the greatest kind.

Prosperity such as this country never before enjoyed is at our doors. It cannot be warded off except by stupid refusal to recognize it, and a panicky holding back of effort.

It is this condition of apprehension and lethargy into which I fear some of our manufacturers are falling, and which I believe it is the duty of all of us advertising men to try to dissipate.

I called upon an international advertiser this week who had not only suspended his advertising in the United States, but had abandoned his plans for the fall because half of his business, which is done with European countries, had been destroyed. I pointed out to him that his attitude was that of a farmer who, with forty acres of land has one-half of it submerged in an overflow, and therefore refuses to cultivate the remaining half.

A dealer in articles appealing to men only, whose sales are in the United States exclusively, suspends his adver-

tising because he argues that men are so engrossed in reading the war news that they would not read his advertisement placed alongside of that war news. He admitted that no one ever bought a newspaper for the purpose of reading his advertisement and that the result from advertising was merely incidental to reading the news in a paper; yet he could not see that with the vastly increased circulation of all newspapers, his advertisement must perforce be seen by more men than at any other time.

A proprietary medicine advertiser, whose sales are good, is holding up his fall campaign "because the other fellows are doing it."

These illustrations show the illogical position assumed by a number of advertisers. As one ten-pin knocks another down, and as fear is the most contagious emotion in the world, it seems to me high time that we all combine to set forth a doctrine of cheer and courage, based on the actual facts of the situation.

The advertiser who proceeds now to impress the merits of his goods upon the public—which has all the buying power it ever had and will very shortly have much more—must necessarily reap a reward which his timid competitors who hold back will fail to get.

Prosperity is here now. Let all of us realize it and reach forth to get our respective shares.

M. D. HUNTON.

## How Larkin Co. Interests Its Clubs

Under the auspices of Larkin Company, Buffalo, one of the most successful "direct-to-consumer" concerns in the country, the members of the Larkin Soap Clubs in the vicinity of Youngstown, O., held their annual outing recently, the attendance being estimated at about 2,500. There are over two hundred of the clubs around Youngstown, with memberships ranging from twelve to sixteen, and a large proportion of the members attended the outing, which was held at a Youngstown amusement park.

Representatives of the company were present to assist in the entertainment of the crowd, moving pictures showing views of the factories at Buffalo being a feature of interest as well as of considerable advertising value. Arrangements for free dancing and refreshments were also made for the benefit of the club members.

## Wakefield on Branham Staff

Manning Wakefield, who has been in newspaper work for five years on various Atlanta newspapers, has been added to the staff of the John M. Branham Company, publishers' representative, New York.

Brayton W. Castle, for four years advertising manager of the H. D. Taylor Company, Buffalo, has resigned to accept a similar position with the Adam, Meldrum & Anderson Company, of the same city.

**STAL** Have Tremendous Sales Power

# "The Sign That Serves"

## STELAD SIGNS

recently ordered by one of America's largest advertisers if placed side by side would make one continuous advertisement

## 151 MILES LONG.

This advertiser has used STELAD SIGNS for two years,  
— has given STELAD SIGNS the acid test,  
— has proven conclusively that STELAD SIGNS increase sales and develop business,  
— has placed this order with us because of superior quality of STELAD SIGNS and for SERVICE RENDERED.

Our efficient sales representatives are at your service.

### Passaic Metal Ware Co.

Passaic, N. J.      New York      Chicago      St. Louis      Boston

**STAL** Should carry *your* sales message.

# HARVEST NUMBER COMFORT

*The Key to Happiness and Success  
in over a Million of Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXVI

No. 12

OCTOBER

1914

Published at  
AUGUSTA  
MAINE.



*"All Share the Farmers' Prosperity"*

**WAR PRICES** for their **BIG CROPS** make **COMFORT'S** farmer readers wear a smile as broad as that of the harvest moon.

**IF WAR HAD TO BE**, it is well that it came before harvest so that the American farmers will profit by the consequent sharp advance in prices of agricultural products.

## OCTOBER COMFORT

our fine Harvest Number, will be read by more farm families than any other one publication, —and that, too, just when their pockets are bulging with the profits of the harvest.

**An Ad in October COMFORT is  
a Sure Shot for Big Business.**

October forms close September 10.

Apply through any reliable advertising agency or direct to

**W. H. GANNETT, Pub., Inc.,**

New York Office: 1105 Flatiron Bldg.

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.

WALTER H. JENKINS, Jr., Representative

FRANK H. THOMAS, Representative

## **A Pertinent Paragraph**

### **From Mr. Dyer**

¶ The following statement by Mr. Dyer, the publicity manager of the National Carbon Company, of Cleveland, makers of the famous Columbia Batteries, will be recognized as giving significant evidence of the fact that "*Nordhem Company Service*" to poster advertisers is real and tangible. Mr. Dyer says:

¶ "The Nordhem Company has not only given us every bit of service which we asked for, but has done more than that and has helped us very materially in a constructive way to plan and execute our poster campaigns."

¶ The "constructive help" mentioned by Mr. Dyer, is at the service of every advertiser who will consult us concerning poster advertising plans.

## **IVAN B. NORDHEM CO.**

### **POSTER ADVERTISING**

*Official Representatives*  
**POSTER ADVERTISING ASSOCIATION**  
*United States and Canada*

**Bessemer Building : PITTSBURGH, PA.**

♦ ♦ ♦

#### **BRANCHES:**

New York, N. Y.	Chicago, Ill.	Philadelphia, Pa.
Marbridge Bldg.	1248 Ous Bldg.	802 Chestnut St.
Buffalo, N. Y.	Cincinnati, O.	Cleveland, O.
1044 Marine Nat. Bk. Bldg.	815 First Nat. Bank Bldg.	421-23 Rockefeller Bldg.
Minneapolis, Minn.	Kansas City, Mo.	Grand Rapids, Mich.
Metropolitan Life Bldg.	Fifth Floor, Merry Bldg.	519-20 Murray Bldg.



## Are There Too Many Traveling Salesmen?

A Question Which Has Been Asked By Many Manufacturers—Why Some Co-operative Merchandising Efforts Have Not Been Successful—Broadening of Salesmen's Lines

ARE there too many traveling salesmen? This is a question which has been asked very frequently of late, and with increasing insistence, at conventions of merchants, Congressional hearings upon questions connected with modern merchandising, and other similar inquiries into the causes of business conditions. Under such circumstances the question has really had to do with whether there are too many traveling salesmen for the good of the retailer and the insinuation, in some quarters at least, is that the retailers are being called upon to bear an undue and unnecessary burden in connection with this form of distribution.

The side of the advertiser and manufacturer on this question of multiplicity of salesmen has not been so conspicuously put forward, but there is no doubt that the question at large affects producers no less than ultimate distributors. Moreover, there is every indication that the changing conditions of the distribution of advertised goods are tending to make the subject a more vital one than it has been at any time in the past. For example, just in proportion as the jobber is eliminated and the manufacturer sells direct to the retailers, will it be essential for the manufacturer to have adequate representation, since he is solely and directly dependent upon his own efforts for the distribution of his goods.

### HAND-TO-MOUTH BUYING BY RETAILERS

On the other hand, there are cross-currents which may tend to convert manufacturers to the view of those retailers who contend that there are too many salesmen in the average territory.

As one of these new influences there may be cited the growing disposition of many merchants to order in small quantities. The domestic parcel post, which renders possible the quick delivery of small consignments, has been blamed for the growth of this custom of hand-to-mouth buying, but, whatever the explanation, there is no denying the increase within recent years of the practice on the part of retailers of buying for immediate needs. Or, perhaps, the independent retailers are in this merely following the example of the chain stores, which have as their cardinal principle small stocks and quick turn-overs; but whatever the motive it is obvious that a manufacturer can ill afford to employ many expensive salesmen if sizable orders are to be few and far between.

Yet another aspect of this question as it affects the manufacturer was disclosed by William H. Ingersoll in testimony recently given before a Congressional committee at Washington. The marketing manager for Robert H. Ingersoll & Bro. brought out especially the perplexities which the traveling salesman proposition holds for the makers of small specialties—goods which require the widest distribution and yet which are sold at so low a figure and frequently in such small lots (say, in half-dozen or dozen lots) that the producer simply cannot afford to hire salesmen who will devote their entire time to his line. Such an advertiser must, as Mr. Ingersoll pointed out, in some sense pool his interests with other manufacturers who are in a like position.

Said he: "We cannot afford to go to every retail dealer in the country. In the retail market there are 300,000 or 400,000 stores that we would have to call on, and it would take away a great deal from our profits and we cannot afford it. Take, for example, a district in the State of Arkansas which I have in mind. There are many towns there of 200 or 300 population; the trains run once or twice a day to many of

those towns. The possible sale in that community might be six watches and that would take about half a day of a man's time. The profits would be about 60 cents; his railroad fare, meals, and his salary would amount to five dollars, and you can see that it would be impossible for us to get our goods distributed in that district on that plan. The only way we can do it is to have a certain amount of co-operation in selling."

#### VIEWS OF A SPECIALIST ON CO-OPERATIVE DISTRIBUTION

At a recent Congressional hearing Congressman Morgan, of Oklahoma, voiced the sentiment of many retailers on this question. Prof. Paul H. Neystrom, who has specialized on costs and methods of distribution, was testifying to the effect that co-operative merchandising organizations in the United States have not usually been successful because such distributing concerns have not taken into consideration the actual cost of doing a distributing business, when he was interrupted by Congressman Morgan with the question: "Why could not the producer, the manufacturer, send his catalogue to the small dealer or to the consumer the same as mail-order houses do? Why is it necessary for the manufacturer to keep together such an organization of so-called traveling men? Why not cut out that cost and let the manufacturers sell direct to the local dealers, and also cut out the wholesaler?"

"I am with you on every one of those points in principle," replied Mr. Neystrom. "I want to eliminate every possible expense. But it cannot be eliminated to the extent that the average citizen thinks it can when he thinks of co-operation. For example, the number of traveling men is entirely too large; it should be cut down, and I think the retail dealers feel exactly the same way as you and I think about the matter. In fact, there are many dealers who believe there are too many traveling salesmen and are doing more and more to discourage the prac-

tice of sending out so many of them. On the other hand, the cost of doing a mail-order business is tremendous. I believe, with you, heartily in the principle you are speaking about, but there are a number of things in the way."

The complete elimination of the traveling salesman was the panacea for high cost of distribution which was suggested not long ago to the Judiciary Committee of the House of Representatives by William J. Shroder, who was appearing as the representative of John D. Park & Sons Co., wholesale drug concern of Cincinnati. "It costs the wholesale dealer from six to eight per cent to keep traveling salesmen on the road," declared the Cincinnati man. "If the retail dealer will mail his orders this expense can be saved. If the retailer will accomplish this saving it belongs to him and can be used by him for the benefit of the consumer. John D. Park & Sons Co. have for forty years past conducted their business on this plan, and have continuously sold all merchandise at six per cent less than list prices.

"We are told, comparing present conditions with 25 years ago, that the increase in population has been approximately 100 per cent, while the increase in the number of manufacturers and distributors has been 200 per cent. We are told that the increase in the number of manufacturers has resulted in oversolicitation of jobbers and wholesale merchants, and that they in turn, with an increase in geometrical progression, oversolicit the retail dealers; that the ability to receive shipments by express and parcel post has decreased the size of orders, and that the general increase in the cost of living has increased the expense of the distributors through increase in salaries and in all expenses of traveling and solicitation.

#### FORCES TO REDUCE COST OF DISTRIBUTION

"There are forces now at work whose natural effect will be to reduce the cost of distribution.

## To the Ex-advertiser:

¶ When you stopped advertising you had a good reason for it. And, if you remember, you had equally good reasons for beginning, when you began, and for keeping on while you kept on.

¶ Which seems to hint—doesn't it?—that time may alter the best of logic, that sound policy is not always the same thing, that the wisest of men change their minds. Granting that you were absolutely right to reverse your decision once, isn't that the best of reasons against assuming that no second reversal could possibly be just as wise?

¶ There are real deaths in advertising. And there are some, like Mark Twain's, which are greatly exaggerated. We've detected signs of life in many cases of suspended animation, and we've officiated at quite a few surprising resurrections.

¶ If you'll talk to us about your case we'll tell you the truth as we see it. You won't be under any obligation to resume an advertising existence even if our tests prove that your decease was purely temporary.

**The Procter & Collier Co.**

Cincinnati

New York

Indianapolis

# Stock Farms Are The "Show" Farms

There's a reason.

Everybody loves highly-bred animals.

Their owners make generous provisions  
for their housing and general welfare.

Stock farms are, therefore, the best  
equipped farms in every community.

Their owners are free buyers.

The most successful farmers all the way from New York to Colorado receive THE BREEDER'S GAZETTE every week, because they pay for it, and they do not receive it after the time for which they have paid has run out. This of itself proves that the success of THE GAZETTE is earned and not faked.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense. Address

**The Breeder's Gazette** 542 S. Dearborn Street  
Chicago, Ill.

OR  
GEORGE W. HERBERT, INC.  
Advertising Building  
CHICAGO, ILL.



OR  
WALLACE C. RICHARDSON, INC.  
41 Park Row  
NEW YORK CITY

While co-operative purchasing by the consumer, except as practised in the larger universities, has not been successfully developed in America, progressive distributors have developed commercial machinery to reduce the cost of distribution. John D. Park & Sons Co. sell absolutely everything they sell at six per cent less than list, whether advertised or unadvertised. Their established business has been built up on the theory that to keep traveling salesmen off the road is to save six per cent in the cost of doing business, and they turn that saving to their retail customers."

The problems of representation on the road, which confront the manufacturer of costly goods that are limited in demand, were touched upon by James E. Bennett, who appeared in Washington recently as an opponent on behalf of the leading manufacturers of printing presses, against pending anti-trust legislation. Said he: "You cannot sell printing presses by mail. Here in the East we can sell our presses by our own agents. We have agents in Philadelphia and in New York and in the East, and they do not work for anybody else. West of Pittsburgh the territory is so large that none of us has our own agents and we make a deal with a type foundry, a concern which has to sell accessories to printers. For instance, the Babcock Company goes to the Barnhart Type Foundry and says: 'You are going all through our section. Now you handle our presses, and we will sell you our presses f.o.b. factory in New London at a fixed price, and we will give you an exclusive territory provided you do not sell a similar press.' We will not sell a press in that territory. If we get an inquiry we will turn it over to your representative. The Barnhart Company's man can sell a hundred dollars' worth of goods and he has paid his way, but our man cannot do that. Moreover, the Barnhart people know all about the prospective purchaser's credit in the particular town in which he is located. They may give him five years' credit, but we

could not do that, because we would not know anything about his credit."

#### RELATION OF SELLING PRICE TO SALESMEN'S EXPENSE

Speaking of the relation of selling price to salesman's expense, the printing-press man said: "It costs more to sell in one place than in another. Suppose we send a representative to Kalamazoo once, twice or three times a year. Suppose we send him five or six times in the course of a year, and he finally stays there for an interval. Now, if we had a man for five weeks staying there at good hotels, and he finally sells a press, we will have to get more for that press than if we had not gone to that expense. Taking into consideration the conditions surrounding the sale, we would have to change our price. Under such circumstances as these one contract in Alabama went to a press company, in Chicago, at \$18,000, and the firm lost \$5,000. If those salesmen had only been wise and got around a table and said: 'Don't let any of us bid lower than \$25,000' and stuck to it, they would have been all right. Much depends, too, on little accessories that are thrown in to make an inducement to the buyer. It is the same way in church organs."

A hint as to the indirect advertising which a manufacturer may receive at the hands of his competitors' salesmen was recently given by Arthur W. Cole, sales manager of the M. J. Whittall Carpet Mills, Worcester, Mass. He said: "I had a fellow blow into my office from Texas some months ago. He said: 'I have listened season after season to traveling men tell about their goods being as good as Whittall's, or the next best thing to Whittall's, or 'We copied it from Whittall's,' until I made up my mind to go North and see the real article.' We didn't coerce him. In fact, we did not even go after him, but we felt it would cost too much to get the business. He can go back to selling the 'just as good' any time he wants to, and no doubt

**PRACTICAL ENGINEER**

**Good Fortune for the Engineer**



**GOETZE GASKET & PACKING CO.**  
NEW BRUNSWICK, N. J.

## Pleasant Association

From the very first issue of *Practical Engineer*, under its present management, the Goetze Gasket & Packing Co., New Brunswick, N. J., has been an advertiser in *Practical Engineer*.

These six years have developed a noticeable increase in the quantity of space used, indicative of the worth of *Practical Engineer* as an advertising medium.

## PRACTICAL ENGINEER

Semi-Monthly

confines its advertising pages to products used in the generation and transmission of power. It is, therefore, a most desirable medium for manufacturers of power plant machinery and supplies.

It has a circulation of 22,500 copies per issue, and makes a circulation guarantee (with a refund penalty clause) a part of the advertising contract. Its subscribers are Operating Engineers, Superintendents, Etc.,—the men really back of all power plant buying.

Its advertising service department will, on request, co-operate with any advertiser in the preparation of copy and art illustrations, or it will work out the complete campaign. *The advertisement shown above was written and illustrated by this department.*

Circulation statement by states and industries sent on request.

**TECHNICAL PUBLISHING COMPANY**

537 So. Dearborn St.

Chicago - - - Illinois

his competitors are seeing to it that the customer has the same chance."

It has been suggested that one method of reducing the number of traveling salesmen is to encourage each man on the road to solicit for a larger line. However, the recent testimony at Washington of George W. Sawkins, of Toledo, would seem to indicate that in some fields the limit has already been reached. Mr. Sawkins testified that in calling upon the retail trade he had in the neighborhood of 4,000 items to sell. A problem that has been pointed out by various manufacturers who have presented opinions on this subject has to do with the difficulty of insuring a "square deal" from a traveling salesman for all the different specialties which he carries—presuming that he is representing several different firms on a commission basis. It is asserted that experience has proven that if special inducements are made to a salesman in the form of prizes, premiums, or extra commissions there is a temptation for him to neglect other goods in order to push the sale of the wares that thus carry extra remuneration.

## Druggists Handling Grocery Product

It is seldom that the products of the flour miller are sold by druggists, but that is what is happening in the case of Ballard's Sanitary Edible Bran, which is being manufactured and advertised by the Ballard & Ballard Company, flour millers of Louisville, Ky. Newspaper space is being liberally used in that territory. The bran is featured as a laxative. Palatable ways of serving are printed on the folder of each carton, which is enclosed in oiled paper, thus emphasizing the sanitary precautions. The product is also sold by grocers in the usual way.

## War Closes Foreign Plants of Harvester Co.

The International Harvester Company plants at Croix, France; Neuss, Germany, and Moscow, Russia, have been closed as the result of the mobilization of the reserves of the European powers, most of the workmen being enlisted as reserves. The International plant at Norrköping, Sweden, has not been affected. The company recently purchased a factory site at Budapest, but building operations have not been begun.



## "Don't Let Me Forget This"



**A**LL the best things—best clothes, best automobiles, best paper—command instant attention. They stand out from the commonplace. So, in a booklet on **Cameo**, you get a sense of distinction before reading a word. The reading matter and the pictures suggest quality.

## CAMEO PAPER

### *A Warren Standard*

has the distinction that attracts instant notice. Its velvety, dull-coated surface brings to half-tones the beautiful depth of photogravures, giving you the uttermost value of money spent on engravings. Its quality of depth does wonders for all sorts of plates and type matter.

### Send for Printed Specimens

and prove to yourself what **Cameo** can do in printing one or more colors. If you wish, we will send specimens of all Warren Standard Papers which are suited to every requirement of booklet work. You will find in them valuable suggestions for color, typography and new possibilities of paper-effects.

### **S. D. Warren & Company**

**163 Devonshire St., Boston, Mass.**

*Manufacturers of the best in staple lines of  
Coated and Uncoated Book Papers*



He put over the syndicating of "The Adventures of Kathlyn," which gave the Chicago Tribune 50,000 new readers.

Since severing connections with the Chicago Tribune, his latest great successes are "Lucille Love" and "The Trey O' Hearts." He coupled up the newspapers with the "movies."

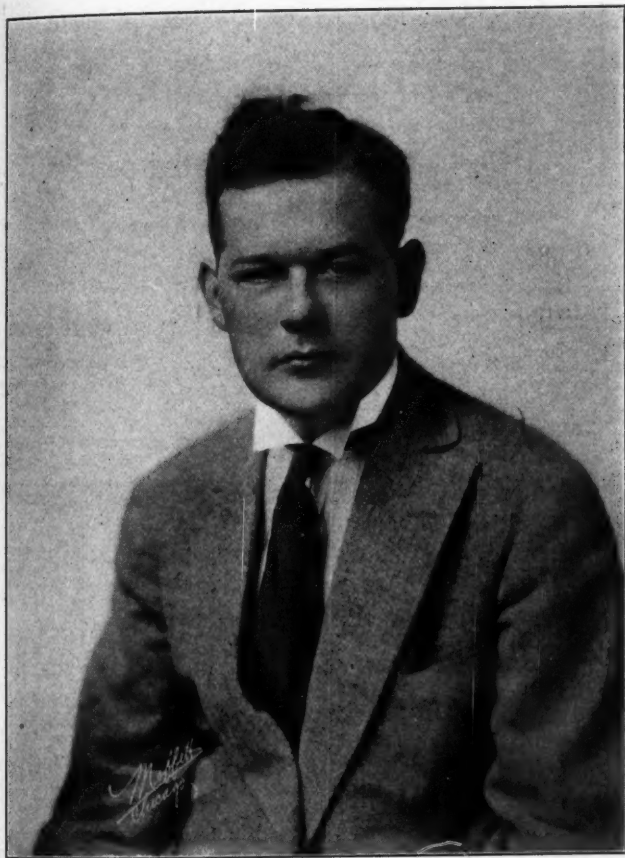
For years he worked in conjunction with the wizard of modern journalism, the man who invented the news summary and the paragraph column, who first suggested newspaper comics and the sporting section, who made newspaper stars of Laura Jean Libby and Lillian Russell, who first conceived "dream" sections and the big type editorial, who launched the first How-to-Earn-Money Department, who originated the Health Editor, and the Law Editor, who led the newspaper business from its old field of mere news-gathering to the new sphere of entertainment and crusades and who was directing it to a plane of personal service when illness retired him abroad for his health.

From this marvelous ascetic Will Handy he learned the art of synthetic circulation.

For two years Syndicate Manager of the Chicago Tribune and also its Sunday Editor, A. P. Robyn has promoted most of the important features that have built circulation for American papers.

He is now retained by The A. P. Robyn Newspaper Syndicate for whom he will develop original newspaper features.

The A. P. Robyn Newspaper Syndicate, First National Bank Building, Chicago.



He coupled up  
the American Newspapers  
with the "movies"

The  
**Countryside Magazine**  
 SUBURBAN LIFE

Announces the appointment of

**ERNEST F. CLYMER**  
 Advertising Manager

334 Fourth Avenue, New York  
*August 10, 1914*

Reach the buying public  
 of the Pacific Northwest  
 through your poster now



**F** **K**

**Foster & Kleiser**

Seattle Wash.      Tacoma Wash.  
 Portland Ore.      Bellingham Wash.

## Test Shows Responsiveness to Adver- tising Appeals

Cheney Brothers Ask Employees to Show Their Knowledge of Advertised Goods—Trade-Names, Trade-Marks, Slogans and Firm Names Submitted for Quick Identification—Some Curious Results

HOW quickly are trade names, slogans, etc., recognized, and how accurately do consumers identify them? That question is the basis of a test recently concluded by Cheney Brothers, South Manchester, Conn., makers of Cheney Silks. The results have been given to PRINTERS' INK.

Horace B. Cheney, who has charge of the concern's advertising, wanted to find out the relative value of certain kinds of appeal. He wanted some indication of the impressions made upon different people by firm names, trade-marks, slogans and names of products. Which would be most quickly recognized and identified as belonging to a certain product?

The experiment was tried on 117 persons, 90 men and 27 women, practically all of whom were employed by Cheney Brothers. Mr. Cheney says:

"The questions were submitted to a men's club composed of clerks, room superintendents and workers of the better class, and these comprised the larger part of the men who filled in the blanks. Boys and girls under fifteen years of age were also asked to make replies, and we were surprised to find that some of the most complete and accurate replies were from children under fifteen years of age. The women were composed of clerks, members of families, and workers, both well-to-do and in very moderate circumstances, a fair representation of each class being made among both the men and the women.

"Nobody was given an opportunity to consult any magazine or look through any advertising material, or consult with any other person before making his replies, and all were requested to do it

rapidly, simple naming the things which first came to mind."

The following questions were the basis of the test:

"1. What are the products manufactured by firms using the following names? Hamilton, Oneida Community, Welch, Peter's, Lydia Pinkham, Gillette, Ford, Williams, Mellen, Waterman, Pears, Iver Johnson, Tiffany, Heinz, Hart, Schaffner & Marx, Beecham, Chalmers, Colgate, Campbell, Pabst, Steinway, Kellogg, Fairbank's, Skinner, National Biscuit Co., Kleinert.

"2. What are the following products and who makes them? Bon Ami, Beaver Board, Nabisco, Pompeian, Big Ben, Prince Albert, Keen Kutter, Aeolian, Velvet, Uneda, Koh-i-noor, B. V. D., Alco, Zu Zu.

"3. What are the trade-marks used by Heinz, Dutch Cleanser, National Lead Co., Skinner's Satin, Beaver Board, American Telephone & Telegraph Co., National Biscuit Co., Cream of Wheat, Fairy Soap, Ford, Swift & Co.?

"4. Who says 'Ask the man who owns one,' 'Good-bye, old hook and eye,' 'Hammer the hammer,' 'It hasn't scratched yet,' 'It floats,' 'You dirty boy,' 'There's a reason,' '99 44/100% pure,' 'One of the 57,' 'Chases dirt'?"

Only five seconds were allowed for the answer to each question. The results are tabulated by Mr. Cheney as follows:

### PERCENTAGES OF CORRECT ANSWERS

"1. What are the products manufactured by firms using the following names:

	Men	Women	Total
Hamilton .....	70.0%	77.8%	71.8%
Oneida Communi- ty .....	50.0%	59.2%	52.6%
Beecham's .....	85.5%	66.7%	81.2%
Campbell's .....	90.0%	81.5%	88.0%
Kellogg's .....	76.7%	77.8%	76.9%
Gillette .....	97.8%	77.8%	93.2%
Kleinert .....	27.8%	55.6%	34.3%
Peter's .....	80.0%	92.6%	82.9%
Skinner's .....	78.9%	66.7%	76.1%
Pabst .....	90.0%	85.2%	88.8%
Ford .....	98.9%	100.0%	99.0%
Fairbanks (scales) .....	65.6%	62.9%	64.9%
Fairbank (soaps) .....	30.0%	33.3%	30.8%
Colgate .....	93.3%	96.4%	94.9%
Chalmers .....	84.4%	77.8%	82.9%
Iver Johnson .....	87.8%	85.2%	87.2%
Hart, Schaffner & Marx .....	85.6%	66.7%	81.2%

	Men	Women	Total
Heinz .....	94.5%	96.3%	94.9%
Welch .....	82.2%	81.5%	82.5%
Williams .....	96.7%	100.0%	97.4%
Steinway .....	97.8%	92.6%	96.5%
Tiffany .....	95.6%	88.9%	94.0%
Pears' .....	94.5%	100.0%	95.7%
Waterman .....	97.8%	100.0%	98.3%
National Biscuit Company .....	91.1%	88.9%	90.6%
Meilen's .....	81.1%	96.3%	84.6%
Lydia Pinkham .....	91.1%	74.1%	78.6%

Average ....82.0% 80.8% 81.5%

## "2. What are the following products?"

	Men	Women	Total
Bon Ami .....	90.0%	96.3%	91.5%
Beaver Board .....	47.8%	48.1%	47.9%
Aeolian .....	62.2%	70.4%	64.1%
Velvet .....	85.6%	85.2%	86.3%
Big Ben .....	71.1%	70.4%	70.1%
B. V. D. ....	74.4%	55.6%	70.1%
Nabisco .....	38.9%	40.7%	39.3%
Koh-i-noor (snaps) .....	5.6%	7.4%	6.0%
(pencils) .....	50.0%	51.8%	50.4%
Pompeian .....	85.6%	92.6%	87.2%
Prince Albert .....	88.9%	77.8%	86.3%
Uneeda Biscuit .....	91.1%	100.0%	93.2%
Zu Zu .....	46.7%	44.5%	46.2%
Keen Kutter .....	88.9%	88.9%	88.0%
Alco .....	71.1%	62.9%	70.9%

Average ....66.5% 66.2% 66.6%

## "2A. Who makes them?"

	Men	Women	Total
Bon Ami .....	68.9%	51.8%	66.4%
Beaver Board .....	11.1%	.....	8.5%
Aeolian .....	26.7%	29.6%	27.3%
Velvet .....	22.2%	25.9%	23.1%
Big Ben .....	5.6%	.....	4.3%
B. V. D. ....	7.8%	.....	5.9%
Nabisco .....	77.8%	55.6%	72.6%
Koh-i-noor (snaps) .....	1.1%	.....	0.9%
(pencils) .....	15.6%	22.2%	17.1%
Pompeian .....	14.4%	25.9%	17.9%
Prince Albert .....	14.4%	7.4%	12.8%
Uneeda Biscuit .....	73.3%	55.6%	69.2%
Zu Zu .....	57.8%	48.1%	55.6%
Keen Kutter .....	20.0%	18.5%	19.6%
Alco .....	34.4%	33.3%	34.2%

Average ....30.1% 24.9% 28.4%

## "3. What are the trade-marks used by?"

	Men	Women	Total
Swift & Co. ....	32.2%	33.3%	32.4%
Beaver Board .....	16.6%	18.5%	17.1%
Am. Telephone & Telegraph Co. ....	40.0%	37.0%	39.3%
Fairy Soap .....	44.4%	66.7%	49.6%
Ford .....	4.4%	3.7%	4.3%
Skinner's Satin .....	31.1%	29.6%	30.8%
National Lead Co. ....	28.9%	14.8%	25.6%
Cream of Wheat .....	54.4%	55.6%	54.7%
National Biscuit Company .....	18.9%	18.5%	18.8%
Old Dutch Cleanser .....	73.3%	77.8%	74.4%
Heinz .....	70.0%	59.2%	67.5%

Average ....37.7% 37.7% 37.7%

## "4. Who says?"

	Men	Women	Total
"You Dirty Boy" .....	23.3%	37.0%	26.5%
"There's a Reason" (Postum) .....	44.4%	44.5%	44.4%

	Men	Women	Total
"There's a Reason" (Grape Nuts) .....	20.0%	29.6%	22.3%
"It Floats" .....	68.9%	77.8%	70.9%
"Good Bye Old Hook and Eye" .....	8.9%	18.5%	11.1%
"Ask the Man Who Owns One" .....	31.1%	29.6%	30.8%
"Chases Dirt" .....	66.7%	74.1%	68.4%
"One of the 57" .....	66.7%	70.4%	67.5%
"99 44/100" .....	.....	.....	.....
"Pure" .....	41.1%	51.8%	43.6%
"Hammer the Hammer" .....	43.3%	40.7%	42.7%
"It Hasn't Scratched Yet" .....	66.7%	70.4%	67.5%

Average ....43.7% 49.5% 45.1%

Perhaps, as Mr. Cheney says, the results of the experiment do not "prove anything," but they at least indicate that nobody is safe in assuming that his name and his product is so well known that he can rest on his oars with security. Probably the investigation was not conducted according to strictly scientific principles, and it is easy to see where many errors might creep in. It is interesting to note, however, and it may be significant, that while 81 per cent of those 117 people were able to identify the kind of product from the name of the manufacturer, only 66 per cent were able to identify the kind of product from the trade name. Further, when it came to connecting the manufacturer's name with the trade name applied to his product, only 28 per cent succeeded, and 37 per cent were able to describe the trade-marks used by a list of well-known concerns. Strange as it may seem, a higher average was attained when it came to identifying slogans, 45 per cent succeeding in doing that to Mr. Cheney's satisfaction.

The present writer has no intention of analyzing the results in detail. Such a process would instantly involve him in mathematical difficulties of considerable magnitude, and this article would wind up in the realms of pure speculation. The results are, however, given at some length for just exactly what they are worth.

Some very curious replies were received to some of the questions. Thus, Hamilton was identified with the manufacture of pianos, soap, silverware, and cotton print; Welch with watches; Peter's with firearms and medicine; Lydia



## "The Self-Renewing Century"

*From the Boston Transcript  
August 7th, 1914*

"The dispute over The Century Magazine arises not out of its decay but out of its vitality \* \* \*

"The Century has done great things.

"In the last year or so the pages of The Century have tingled with the electric currents of modern thought and feeling. Imperious questions have been threshed out in it; new forces have had their spokesman; and the distinctive literary quality has not been allowed to lapse \* \* \*

"As such, a journal ever welcomed will be the more welcome as the months go past."

---

The September number is out this week. Be sure and read "Biplane No. 2"—a real war story which gives you a vivid idea of a modern battlefield.

In the October Century we will publish the human interest story of Madeleine Doty, who went to jail on purpose and then told about it.

# THE CENTURY CO.

**Publishers**

The Century Magazine

St. Nicholas Magazine

The Century Dictionary and Encyclopedia

General Books

DON M. PARKER, Advertising Manager



WE SHOULD like to add to our list of clients a few additional earnest advertisers who are big enough to care more for complete efficiency in the agent serving them than cut rates.

## D'ARCY ADVERTISING CO.

INTERNATIONAL LIFE BUILDING

ST. LOUIS. MO.

The Advertising Value of

### MOVIE PICTORIAL

*"The National Movie Weekly"*

is indicated by its 10c price, its 100,000 weekly circulation now—its newsstand prominence—its national movie theatre co-operation—its remarkable growth backed by a tremendous promotion campaign.

For sample copies and data, write to:

B. E. BUCKMAN, Adv. Mgr.

**CLOUD PUBLISHING CO.,** 1100 Hartford Bldg.  
Chicago, Ill.

J. W. WILDMAN, Eastern Adv. Mgr., Brunswick Bldg., New York  
Publishers of the Standard Movie Monthly, "Photoplay Magazine"

(10)

Pinkham with soothing syrup and talcum powder; Iver Johnson with skates, pianos, soap, and paint; Heinz with spark-plugs; Hart, Schaffner & Marx with velvet, candy, pianos, and collars; Beecham with chewing gum and bacon; Colgate with socks, mustard, chocolate and drugs; Pabst with grape juice, tooth paste, soap and medicine; Kellogg with Post Toasties, Cream of Wheat, cold cream, biscuit, and strawberries; Skinner with pianos, pills, and beans; and Kleinert with pianos, food products, draperies, scarfs and Dutch Cleanser.

Pompeian was described as a soap and as a hair dressing; Big Ben as tobacco and cigars; Prince Albert as clothes, biscuit, crackers and cigars; Aeolian as a cream; Koh-i-noor as a mattress, a tea, and a diamond; B. V. D. as corsets and garters; Alco as cleaning material, a range, and a dress shield; Zu Zu as breakfast food and chewing gum.

Readers of PRINTERS' INK will doubtless remember an article by R. S. Childs, of the Bon Ami Company, in the issue of July 24, 1913. Mr. Childs said: "The dear old Congregational minister who cooked up the name (Bon Ami) twenty-odd years ago, when he constituted the literary element among the stockholders of a little country soap company, knew little about advertising, and the company has doubtless been to some extent the victim of his ignorance ever since." Yet in the Cheney experiment, Bon Ami made pretty nearly a perfect score. It was described as soap, soap powder, cleaning soap, cleaning powder, scouring soap, cleaning polish, glass and window cleaner, and washing powder—all of them near enough right to be counted. Only nine men and one woman returned no answers at all, a record which was excelled only by Uneeda Biscuit.

Some of the answers to the question "Who makes them?" are as follows: Bon Ami: Orford Soap Company, J. T. Robertson Company, Nabisco, Sunshine Biscuit Company, Nabisco Wafer Company, Dayton Company.

Pompeian: Colgate & Co. Big Ben: Hamilton Company, Waterbury Clock Company, Big Ben Association, National Clock Company, Waltham Watch Company, Western Clock Company. Keen Kutter: American Tool Company, Keen Kutter Company. Aeolian: Steinert, Aeolian Piano Player Company. Koh-i-noor: Eagle Pencil Company, A. W. Faber Company, British Graphite Company, Eberhard Faber Company, American Pencil Company. B. V. D.: Chalmers Knitting Company, Erlanger & Co., Boston Underwear Company.

The National Lead Company's trade-mark was described as a lead pencil, a paint can, and a painter; Skinner's Satin was credited with a kitten and spool, and a "girl"; Cream of Wheat with "I want some more"; and Fairy Soap with "It floats."

When it came to the slogans, "Ask the man who owns one" was credited to Ford, Hamilton Watch, Cadillac, Pierce Arrow, and Gillette Razors; "It hasn't scratched yet," to Sapolio, Fairy Soap, and "Chicken"; "You dirty boy," to Fairy Soap and Gold Dust; "There's a reason," to Kellogg; and "99 44/100% pure," to Pears', borax, whiskey, Duffy Malt Extract, Fairbank's soap, Crisco lard, Fairy Soap, and Heinz's Pickles.

Of course, the answers referred to above are only scattering, and the great majority who answered the question at all answered fairly correctly. But the number of "No replies" to each individual question is astonishingly high. For example, 85 people out of the 117 made no attempt to say who manufactures Prince Albert; 81 could not tell the owner of the Keen Kutter name; 80 were stumped on Aeolian; 81 on Velvet Tobacco; 29 on Uneeda Biscuit; 108 on B. V. D.; and 51 on Zu Zu. The following is the number of "No replies" to the list of questions under the first heading, "What are the products manufactured by the firms using these names":

Hamilton	29
Oneida Community	49
Weich	19

Peter's .....	18
Lydia Pinkham .....	13
Gillette .....	8
Ford .....	1
Williams' .....	2
Mellin's .....	8
Waterman .....	2
Pears' .....	5
Fairbank's .....	5
Skinner's .....	24
Kleinert .....	71
Tiffany .....	7
Iver Johnson .....	11
Heinz .....	5
Hart, Schaffner & Marx.....	18
Beecham .....	13
Chalmers .....	20
Colgate .....	3
Campbell's .....	14
Pabst .....	9
Steinway .....	4
Kellogg's .....	19
National Biscuit Company....	9

As stated above, the results of this experiment may not "prove" a blessed thing. Most of them can be very readily "explained," and one may argue about them till the cows come home. But they do indicate something, which is this:

There is no concern whose trademark, or firm name, or slogan, is so firmly fixed in the mind of the average consumer that it cannot be uprooted or transplanted. It is indeed a remarkable tribute to advertising that so large a proportion of those people were able to identify and describe products with many of which they had probably never had the slightest experience. It indicates a tremendous volume of good will which has been built up for the manufacturers represented. But the point is right here: that the good will can be very quickly dissipated, or transferred elsewhere. There are many replies in the doubtful column; many indications that competitors' products are confused; many "no replies"—all of which indicate that the advertisers must keep hammering away without ceasing in order to keep the percentage of correct identifications as high as it is.

Perhaps there are other deductions which may be drawn from the experiment. If so, the results are given and anyone is at liberty to put upon them whatever construction he pleases.

The Diamond Match Company is running a series of advertisements introducing a new match called "Safe Home Match."

## Majority Report Favors Oldfield Bill

Comment on Sanatogen and Other Decisions—Says Patented and Unpatented Articles Are Not on the Same Basis as Regards Resale—Will Correct Tying and Restrictive Clauses

*Special Washington Correspondence*

**E**NDORSEMENT of the Oldfield bill for the revision of the patent laws and recommendation for its passage by Congress are contained in a majority report just made to the House of Representatives by the Committee on Patents. This report, favoring the bill, is signed by eight of the fourteen members of the committee. Two members, Congressmen Metz and Paige, are opposed and four members of the committee did not vote because of absence from the meeting.

The report just submitted reviews the history of this attempt at legislation from the time Congressman Oldfield introduced the original bill on April 16, 1912. An effort has been made, it is stated, not to repeat needlessly what was said in the elaborate report on the original bill filed August 8, 1912, but rather to make "such modifications and additions as later observations and study have suggested." The latter course has been dictated, likewise, by the circumstance that the original bill contained a number of provisions omitted from the present one, the omitted provisions having to do with combinations of capital conducting an interstate business in patented articles, allegedly in violation of the Sherman Act.

Before taking up in detail the provisions of the bill under consideration the report says: "The opponents of the bill constantly emphasize the fact that many more persons have appeared before the committee to oppose the bill than to approve and favor it. And so it is with every bill that affects adversely a few special interests and beneficially affects the general public. Manufacturers and

Advertising  
Pages

Open Until  
Aug. 28th



# WAR NUMBER

OF THE

## SCIENTIFIC AMERICAN

ISSUED SEPTEMBER 5th

Forty Pages—Colored Map—Colored Cover—Price 25 Cents

*With a view to answering the thousand-and-one questions which the public is asking about the titanic conflict which is convulsing the whole of Europe on sea and land, there will be published, on Sept. 5th, a special issue of the Scientific American of triple the size of the regular weekly edition.*

*The issue will be arranged in two sections dealing respectively with the armies and the navies of the Triple Alliance and the Triple Entente.*

### ARMY SECTION

The Army Section will include chapters on:

The comparative strength of the Armies engaged.

The Armament, with tables.

How an army is fed during a great battle.

The Signal and Telegraph Service.

The Medical and Ambulance Service.

### NAVY SECTION

The Navy Section will include chapters on:

The comparative size and strength of the Navies, both of the Triple Entente and the Triple Alliance.

The Scientific American has gathered these data from the most reliable sources, and they are absolutely correct up to August 15th, 1914.

The Contending Navies in Detail.

Tables of Naval guns showing the caliber, weight, velocity, striking energy, etc.

The strategy of the Naval War.

AEROPLANES AND DIRIGIBLES

War in the Air. The number will contain a highly illustrated article covering this phase of the War.

### WAR MAP

The number will contain an especially drawn map.

You will be vitally interested in the real facts in this issue, which will be presented in an entirely different way than other publishers find possible.

A similar edition of Scientific American issued during the Spanish-American War sold 385,000 copies.

A double edition has been ordered of the September 5th number and the presses will be held for additional orders from News Companies.

**MUNN & CO., Inc., 361 Broadway, New York**

# Manufacturing New England

regrets that our sister nations of Europe have recourse to arms to settle their differences.

While many of the workshops of Germany, Austria, Russia, France and England are idle because their men are in the field or because their ships are tied to their wharves in fear of a hostile fleet, New England's factories will try to keep pace with the wants of the people of the country.

Our woolen mills will be driven harder than ever, and so it is anticipated of all textile mills. The lack of imported goods will strengthen the demand for home products of which New England manufactures one-seventh of the entire country's production.

The manufacturer who has the good sense to call attention to his goods now through advertising will reap a rich reward.

*New Bedford* Standard and Mercury *Meriden, Ct., Record*  
*Salem, Mass., News* *Waterbury, Ct., Republican*  
*Springfield, Mass., Union* *Portland, Me., Express*  
*Worcester, Mass., Gazette* *Burlington, Vt., Free Press*  
*Bridgeport, Ct., Telegram* *Manchester, N. H.,* Union and Leader  
*New Haven, Ct., Register* *Lynn, Mass., Item*



vendors of patented articles have organized the opposition to the bill. They have representatives appear before the committee and oppose every part of the bill in most extreme terms. The members of the committee welcome the criticism and opposition, as they are anxious to have all phases of the subject put forward in their deliberation; but they feel it is their duty to look after the interests of the general public, as they can best discern those interests, regardless of the mere number of persons who appear before them to favor or oppose a bill."

#### REVIEW OF PERTINENT CASES

A large portion of the committee report is devoted to consideration of Section 2 of the bill which "deals with a practice that has grown up since about 1896 of restricting the right of purchasers of patented articles to use and resell the same." There is a review of the sanction of such practice by the courts, beginning with the so-called Button Fastener case and coming down to the Dick-Henry decision and the Sanatogen decision by the United States Supreme Court, the report says: "Members of the committee find it difficult to fix upon any difference in the principles involved in the two cases. It would seem that the Supreme Court has ruled that violation of restrictions on the right to use a patented article which one has purchased is an infringement of the patent, while a violation of the restrictions as to the price at which a dealer resells a patented article is not an infringement of the patent. It is obvious that there is great confusion and uncertainty as to what restrictions may be imposed under the patent law and what may not. In the case of *Henry vs. A. B. Dick Co.*, the majority (of the Supreme Court) declared that if the law was to be changed the legislature ought to change it, and the minority, expressing their views through the Chief Justice, pointed to the ruling then made by the majority as an urgent occasion for legislative action. Your committee thinks

#### A Splendid Choice for a Try-out Campaign Would Be

### PORTLAND Maine

—because of its people, through years of advantages being temperamentally and financially equipped to seize on the good things of life—

—because of its dealers who know that the doctrine of least resistance—give customers what they ask for—is necessary to retain the highest degree of customer's good will—

—because of the

## Evening Express

the only afternoon daily in Portland with its great circulation and equitable rate.

The EXPRESS leads in everything—circulation, display advertising and classified advertising.

*IULIUS MATHEWS, Representative*

**One Paper  
Leads  
In Every  
Field...  
Every Advertiser  
Knows That...  
IN MERIDEN  
CONNECTICUT  
THE RECORD  
Leads in Circulation,  
In volume of both  
local and foreign  
advertising;  
In want ads...**

## The Times Coming Along

The Seattle Times is coming along fine. For July, 1914, it made a gain of 7,626 inches or 106,764 lines of paid advertising space over its record for July, 1913. The Times again demonstrated its leadership over all others.

Advertising space carried by the four newspapers of Seattle for the month of July, 1914, as compared with July, 1913, measured in lines, is as follows:

	1914	1913	Gain	Loss
The Times -	880,782	774,018	106,764	
Second Paper	547,386	576,128		28,742
Third Paper	267,008	242,718	24,290	
Fourth Paper	249,074	329,672		80,598

The Times' lead over the nearest competitor in the first seven months of 1914, aggregated 2,282,028 lines.

The Times' lead over the nearest competitor in the first seven months of 1913, aggregated 1,680,280 lines.

The Times thus increased its lead over the nearest competitor for the first seven months of 1914, as compared with the first seven months of 1913, by 601,748 lines.

Circulation for July, 1914.  
Average DAILY, 68,783  
Average SUNDAY, 89,725

### Times Printing Company Seattle, Washington

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York St. Louis Chicago



**Let the  
Weather**

**Advertise  
You**

No matter whether it's hot or cold, everybody looks at the thermometer.

If it is a *Taylor* advertising thermometer they read the ad too. They can't help it.

Thermometer advertising will increase **your** sales. Let us show you how. Write to-day for samples and catalog, stating business.

**TAYLOR BROTHERS  
COMPANY**

204 AMES ST., ROCHESTER, N. Y.



the law ought to be changed and that the latter part of Section 3 will work the proper change with the least disturbance to business.

#### WANTS EXCEPTIONS WIPED OUT

"A clause of the bill places patented articles on the same basis as unpatented articles with respect to the right to impose restrictions on their use or resale after the owner of the patent has disposed of them." This undoubtedly was the law as declared prior to the Button Fastener case in 1896. The committee thinks the exception there erected should be wiped out. The right to impose restrictions or conditions as to subsequent use or resale is no part of the patent grant. The restrictions are created by the contract and not by the patent law. The duty on the purchaser and the correlative right in the seller are contractual in origin and extent. A contract with reference to a patented article ought to be measured by the same law as a contract pertaining to unpatented goods.

"The section does not outlaw the restrictions or characterize them as illegal in any manner. It leaves the restrictions exactly as they are, in so far as they posit contractual relations between the owner of the patent and purchasers of specimen patented articles. If such restrictions regarded as contracts are legal, they are not invalidated by this section. The only possible effect of this section is to declare that the breach of such restrictions shall not give rise to an action for infringement of the patent.

"The vendor still has unimpaired all rights under the contract and is not impeded in the enforcement of such rights. Whether or not the breach of such restrictions is technically infringement of a patent is a much disputed point. The members of the Supreme Court are sharply divided on the question, and it would be highly impertinent for a congressional committee to argue the matter one way or the other. We are concerned with the wisdom and policy of the law as declared by the courts, but for-

bear discussing the intrinsic soundness of any particular decision from the view-point of precedents. However, considered apart from legal niceties and viewed in the light of public convenience and trade generally, Section 2 is a highly necessary enactment."

The report further declares that "Section 2 also will, in the opinion of your committee, effectively correct the iniquitous tying and restrictive clause practices imposed upon lessees by the manufacturers of patented articles."

Then follows a recital in detail and denunciation of the alleged methods of the institution characterized by the report as the "Shoe Machinery Trust" and a statement that, in the belief of the majority of the Patent Committee, Clause 2 of the Oldfield bill is an essential adjunct of other bills which have been passed by the House, designed to invalidate the so-called "tying" clauses in contracts of lease or sale.

### Special Campaign for Iced Tea Brand

The Heekin Spice Company, of Cincinnati, O., is running a newspaper campaign in favor of its special brand of iced tea. This is one of the few tea houses which have featured any particular variety for ice tea purposes. Heekin's "Deer Head" is described as being "a fragrant, full-flavored drink. Ice intensifies its flavor." Single-column four-inch copy is being run in newspapers through the Central West and Ohio Valley.

### A Business Stroke in War Time

L. Heller & Son, New York jewelry importers, are running in the trade journals a cordial advertisement to jewelers who may be stranded in Europe to make their Paris offices their headquarters. "We shall try to extend to them every assistance we can," the announcements say. It is suggested to the stay-at-homes that they cable those who are abroad to this effect.

### Trade Work for New Knox Hats

The Knox Hat Mfg. Company, of New York, has attracted attention by trade advertisements announcing a new design, the feature of which is a combination of straw with felt. The Duplex is its name. The crown is made of leghorn or bankok, while the brim is of felt. It will be introduced to the public in 1916. A patent on the idea is now pending.

## Gives Results Quickly!

In Worcester, Mass., the GAZETTE is known as the daily which will pull the quickest and give the greatest results for each dollar spent in advertising. Space in the GAZETTE will produce most direct tangible results.

This is chiefly because it goes into more homes in Worcester than any other daily, morning or evening. The A. A. A. reports show this by a margin wide enough to induce any advertiser to select the GAZETTE as first choice.

The local merchants have known for some years that it must have had the largest home circulation as it beats the other papers in every selling test.

Worcester, Mass., is one of America's greatest manufacturing cities. The EVENING GAZETTE is the best advertising value in Worcester, Mass.

*JULIUS MATHEWS, Representative*

## Fitchburg Daily Sentinel

**CIRCULATION STATEMENT**  
For Six Months, Ending June 30, 1914

Newsdealers in the City.....	507,807
Newsdealers out of the City...	50,967
Delivered by Carrier.....	123,089
Mail Subscribers .....	40,227
Counter Sales.....	4,955
Advertisers and Advertising Agents .....	35,536
Exchanges .....	13,148
Complimentary .....	7,196
Employees .....	7,344
Office Use and Files.....	4,590
Correspondents .....	1,989
St. Car and R. R. Employees...	4,590

Total Circulation.....801,438

The total circulation of 801,438, divided by 153, the number of separate issues during the six months, gives an average number of copies per issue of

**5238**

All pressroom waste, returned and unsold copies have been deducted from the above.

STATE OF MASSACHUSETTS,  
COUNTY OF WORCESTER.

I hereby certify that the above statement is true to the best of my knowledge and belief.

SIDNEY SIBLEY, Business Manager.  
Subscribed and sworn to before me, this 29th day of July, 1914.

ASA E. STRATTON, Notary Public.

**SENTINEL PRINTING COMPANY**  
Fitchburg, Massachusetts

*JULIUS MATHEWS, Representative.*

## My Final Test of a Man

(Written by a President)

**I**RAN the business myself once—and did it well. That's why I am president. Others now run it for me and my job is to pick the men. The one virtue I insist upon in a responsible executive is that he shall spend my money as though it were his own. I don't dare to trust a man who is not economical. The purchasing agent got his job by detecting a big waste in our printing matter and working out a plan to standardize form letterheads, inter-office forms, price lists, etc., on a uniform, strong, quality paper.

It is always ready at the mill in twelve colors and white and in three finishes, so the printer makes quick deliveries. The name of this paper is Hammermill Bond and the maker thinks enough of it to put his water-mark in each sheet.

*A President.*

Send for valuable book, "The Signal System," and for a big new Portfolio of samples. Please mention your business and position.

**HAMMERMILL PAPER CO.  
ERIE, PA.**

**HAMMERMILL  
BOND**

*"The Utility Business Paper"*

Less than 9 cents a pound,  
east of the Mississippi.

## Keeley on the New Opportunities

James Keeley, of the Chicago Herald, delivered an address on "America's Opportunity—Up and At 'Em," before the Advertising Association of Chicago, Friday, August 7.

Mr. Keeley said the subject had a direct bearing on advertising men as they were the pioneers of business and the blazers of new trade trails.

"To-day, when Europe is pregnant with death and destruction," said Mr. Keeley, "is an opportunity for America. I do not mean we should endeavor to capitalize on Europe's misfortune, but that, since European nations are at war, we should seize every legitimate opportunity that time and circumstance has placed in our pathway.

"In the first place we should try to keep in America the two or three hundred millions of dollars spent in Europe every year by tourists. This European war gives America a chance to cash in on the 'Seeing America First' campaign. I do not mean we should give up world travel, because it is educational, but we should make 'Seeing America First' the basis of, or first step, in touring.

"Advertising men have a mission to perform and that is to spread and develop the idea of seeing America first.

"Then there is an opportunity in the material side—exports. I do not advocate taking what belongs to the other fellow when he isn't looking, but if he will go to war he must take the consequences. During the European war in the time of Napoleon our foreign trade increased 460 per cent. There is no reason why we cannot do the same thing now and keep this trade when we get it.

"We have plenty of goods to export now, but no ships to carry them. If our exports were carried in United States ships all of Europe could go to war and we would not feel the effects of it. There is only one remedy and that is to build our own merchant marine.

"The Asiatic countries that have been buying from Europe will have to get goods from somewhere. Why not America? Europe cannot supply the demand this year and it seems America will have to do it.

"This is also America's chance to make the South American countries like our goods. In fact, the chances never looked better for the American business man to get a good share of the world's business if he will go after it.

"This is the work cut out for the advertising men."

## Charged With Mailing False Circulation Statement

William H. England and George F. Williams were arraigned before United States Commissioner Houghton, in New York, August 6, and held under bail on a charge of using the mails to defraud. The specific offense alleged was the sending of misleading statements concerning the circulation of *The Shopper*. The complainant was Samuel Bernstein, of the Reliable Household Specialties Manufacturing Company, New York.

## Department Store Sells Farm Machinery

STONE, LIMITED.

WINNIPEG, MAN., Aug. 4, 1914.

Editor of PRINTERS' INK:

In an article in the July 30 issue of PRINTERS' INK, "What Dealers Will Sell My Goods?" I note that the department store is referred to as selling everything "with the possible exception of farm machinery and patent medicines."

In this connection you might be interested in knowing that Winnipeg has a department store that does sell farm machinery. The T. Eaton Company department store here sells everything in the farm machinery line, from a gas engine to a self-binder. On its display floor in the same building with the other departments it has samples set up of gas engines, small windmills and so forth.

A. C. RIDDELL.

## Advertising Club at Youngstown, O.

At a recent meeting attended by nearly a hundred persons, steps were taken to form an advertising club in Youngstown, O. Talks were made to the gathering by H. A. Grossbeck, of the Cleveland Ad Club; H. H. Wickham, Owen M. Phillips, advertising manager of the Youngstown *Telegram*; Paul L. Frailey, advertising manager of the Brier Hill Steel Company; R. C. Wadsworth, manager of the France-Devin Company, and others.

At a subsequent meeting officers were elected as follows: H. H. Wickham, president; W. B. Turner vice-president; P. L. Frailey, secretary; J. N. Higley, treasurer. Short-term directors are R. C. Wadsworth, Jas. Cluxton, H. Goldstein. Long-term directors are O. M. Phillips and S. C. Milliron.

## A Kentucky Farm Journal

*Our Country*, a monthly magazine published at Louisville, Ky., has been converted into a farm journal under the name of *Kentucky Farming*. The first issue was in August. The circulation, it is announced, is entirely in Kentucky. F. F. Gilmore is the editor.

## C. E. Putnam, of Boston, Dies

C. E. Putnam, a brother of M. V. Putnam, of the Wood, Putnam & Wood Advertising Agency, Boston, died recently at his home in Cliftondale, Mass. He was identified with advertising in Boston for many years.

## Clymer With "Countryside Magazine-Suburban Life"

Ernest F. Clymer, formerly advertising manager of *McClure's Magazine*, has been appointed advertising manager of *Countryside Magazine-Suburban Life*, of New York.

## DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

## The Pittsburgh Gazette Times

Morning and Sunday

## Pittsburgh Chronicle

## Telegraph

Evening except Sunday

Your advertising in these newspapers plays an all-powerful part in the distribution problem and the sale of your goods.

## 22½c. Per Agate Line

is the flat combination rate for both papers when the same copy appears in consecutive issues. For further information or co-operation write

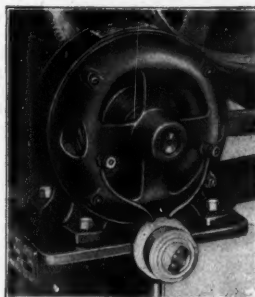
Urban E. Dice,  
Foreign Advertising Manager,  
Pittsburgh, Penna.

J. C. Wilberding,  
225 Fifth Avenue,  
New York City.

J. M. Branham Company,  
919 Mellers' Bldg., Chicago.  
Chemical Bldg., St. Louis.

## The H-C Motor Way

Is the Efficient Way  
to drive your Linotype  
or Intertype



No belts or shafts to eat up power.

Circular 3500 tells all about  
our Silent Geared, Electric  
Motor Drive.

The Holtzer-Cabot Elec. Co.  
Chicago, Ill. and Boston, Mass.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 20, 1914

## Protecting Advertisers Against Themselves

Much as success is admired, there is a persistent human tendency to sympathize with the "under dog." That tendency manifests itself in many different ways, but it appears most frequently when there is a suspicion of unfair tactics. Nothing arouses it so thoroughly or so suddenly as conduct which, on the ball field or the golf links, would be characterized as "unsportsmanlike."

The good loser is respected where the ungenerous winner is only grudgingly accorded the credit for his victory. That is as true in the business world as among the followers of sport. The general disfavor with which the "knocking" of competitors is regarded is proof enough that the sentiment exists. In every code of business ethics which we have seen the practice is condemned. And codes of ethics do not create sentiment; they simply reflect it.

Because that sentiment against the "knocking" of competitors is strong, a number of publications,

including PRINTERS' INK, have a rule that they will admit to their columns no advertising in which a competitor of the advertiser is mentioned by name. The rule was not arbitrarily imposed because the publishers happened to fancy it, but because it was necessary to protect advertisers against themselves. The very thing which made the space valuable to advertisers—that is, the good will of the readers—was being weakened by references to competitors which the public at large did not regard as fair play. There was no place to draw the line except at the very beginning, and thus prohibit all mention of competitors by name.

PRINTERS' INK itself has, in the last three months, refused more than thirty pages of advertising under the rule just mentioned. Other publications, we know, have been obliged to do likewise to a greater or less extent. So there are still advertisers who, quite honestly, believe that they should have the privilege of mentioning competitors in print, and who think—again quite honestly, because they fully appreciate the value of the space—that the rule imposes a hardship upon them.

To those advertisers we would say that the publishers who adhere to the rule appreciate quite fully that their responsibility extends to all advertisers alike, and it is their duty to prevent one advertiser from impairing the value of the space which is sold to another. If the "knocking" advertisement reacted only upon itself, it might be tolerated; but it creates in the reader a resentful frame of mind which is carried over to the ad on the opposite page, and may extend itself much farther. No advertiser has the right to impair the value of space which is paid for by another, whether that other be a competitor or not.

## Getting the Business by Going After It

The advertising man is a staunch adherent of the policy of getting business by going after it. Instead of waiting for business to "get better,"



he believes in *making* it better. The Chicago Stock Yards Company has recently solved a problem of that sort, which, though not primarily an advertising problem, should none the less gladden the heart of the advertising man.

The company maintains, in its yards at Packingtown, its own railroad system, for the collection and distribution of freight from the various plants. Five years ago the gross tonnage handled by this Chicago Junction Railway, in and out of the packing-house district, was about 5,000 tons per day. In 1913 the gross tonnage had increased to nearly 40,000 tons. The increase was not attained by waiting for the growth of the packing industry to produce it. The company purchased a 400-acre tract of land adjacent to its railroad lines, put up a number of modern factory buildings, and induced manufacturers to locate in the newly christened "Central Manufacturing District."

This tract was purchased, according to the *Boston News Bureau*, without any capital issue, the money being taken from the resources of the company. Its development, consisting of the erection of the buildings, which were sold to manufacturers on easy payments and other improvements, was taken care of by an issue of \$3,000,000 in bonds, \$340,000 of which have already been retired. Through liberal advertising and intensive promotional work over 100 manufacturers, including the William Wrigley, Jr., Company, Loose-Wiles Biscuit Company, Larkin Company, Westinghouse Electric Company, Montgomery Ward & Co., Lucas Paint Company, Allis-Chalmers Company, United Drug Company, and Southern Cottonseed Oil Company, have been induced to locate in the district.

By this stroke of business the Chicago Stock Yards Company has undoubtedly done much to give permanency to the value of Stock Yards and Packingtown realty, as well as realizing handsomely on freight receipts and the sale of the buildings. But above

all it has shown business men how it is possible to get business by going after it. Contrasted with a shrewd, far-sighted corporation of this type, the weak-kneed advertiser who fears to venture, shows up sadly. In the same way those who adopt a policy of retrenchment for no better reason than "everybody is doing it" might apply the lesson of the Stock Yards Company and go out and make business, while the others are consoling each other that they have all the business there is to be had.

### Annual Review of Agency Relations

Writing on the subject of agency solicitation, John Lee Mahin tells PRINTERS' INK that he thinks every advertiser ought to subject his agency relations to a "clean up" once a year. "I have no sympathy with the idea," he says, "that an advertising organization should never invite investigation on the part of the customer of another organization. Every business house ought to check up at least once a year on its relations with outside concerns from which it is buying service. It ought to know what is in the market, and it ought to be in a position to determine whether the service it is getting can or cannot be improved by any change in status or relationship.

Mr. Mahin says that the checking up process should include a detailed review of the policy of the past year, as well as of plans for the future, and he adds: "If this plan were universally adopted there would be fewer agency changes, there would be fewer advertising agencies, there would be more and better advertisers."

Whether the optimistic views of Mr. Mahin would be justified by events, nobody can say, but the suggestion is certainly worth passing along to our readers. An annual "clean up" would, we should judge, serve to satisfy the advertiser that he is getting at least as good service as could be obtained, and would satisfy the agency organization that it is giving as much as any competitor can offer.

### **Meeting Low-Priced Competition**

The problem of low-priced competition is troubling one of our readers—a manufacturer of very high-grade furniture. He wants advice as to whether it would not be wise to put out a lower grade product in addition to his established line, in order to get some of the trade which goes to competitors simply because many buyers cannot afford his high-priced goods. Shall he continue in his endeavor to build up a reputation for a strictly high-grade product and sacrifice sales by the way, or shall he be content with less prestige and thereby be rewarded with larger immediate profits?

The problem has been faced by many concerns, some of which have answered it in one way and some in the other. Probably the most conspicuous example of adherence to the strictly high-grade product is that of Steinway & Sons. Other names, like Packard, Tiffany, etc., instantly suggest themselves, but none of them has the long record which belongs to Steinway—four successive generations of the same family engaged in the same business. We cannot do better than to quote the words of President Charles H. Steinway from his article in *PRINTERS' INK* for November 7, 1912. Mr. Steinway says:

"It has many times been brought to our attention—we have many times been advised by our own dealers—that we have apparently sacrificed thousands or hundreds of thousands of dollars by having only one grade of Steinway; by not putting out also at least one cheaper grade of piano to catch those who cannot afford to buy the best.

"Persons wishing to buy a piano will think first, we will say, of a Steinway, and will look up one of our dealers. When they come to the discussion of price they may be taken aback to find that it is a good deal higher than that of the ordinary piano. If their means do not permit, they do not buy a Steinway but some other piano, possibly of the same dealer. Now it is represented to us that

if we had a cheaper grade we could secure this business that is going elsewhere, without sacrificing the better class of trade.

"Evidently, since we have not adopted this theory, we do not believe it is sound. If the whole object of the business were to make the most money in the shortest time, very likely it would be a promising policy to realize at once on the Steinway prestige, and fill the homes of the country with a lower grade of piano at a more popular price.

"But making the most money in the shortest time is not our ambition. We prefer to perpetuate the institution; we want to make enough money to be able to make the *kind of pianos we want to make*. We believe that in the long run this policy will be productive of *larger returns* than would a policy aiming at a short-cut to fortune."

It seems to us that Mr. Steinway really points out the way in which the furniture man should answer his question. If his present policy enables him to make profitably the *kind of furniture he wants to make*, he would be foolish indeed to make any other kind of furniture. If, on the other hand, it is necessary to earn large dividends right now, the inauguration of a low-priced line would probably do it, just as the production of a Steinway piano at \$300 would immediately bring immense profits to Steinway & Sons. What the ultimate result would be is another story.

The case is somewhat like that of a successful corporation which has accumulated a comfortable surplus against a rainy day. The stockholders clamor to have the surplus paid out in the form of an extra dividend. The managers of the business believe the conservative course for the future interests of the business is to hold on to it.

So with the prestige accumulated as the result of years of wise advertising and adherence to a policy of making only the highest grade of goods. If the prestige is cashed, it ceases to be an asset in the future.

# Get the Dealers' Viewpoint

Are the dealers with you?

Are they strong for your goods?

Do they display, feature and push them? Or are they merely passive distributors of your product?

If your goods are sold through dry goods or department stores, we can probably suggest a way to secure more dealer influence in behalf of your merchandise.

This influence has a tremendous cash value, and still it cannot be purchased in the open market like so much merchandise.

Yet the dealers are responsive to intelligently planned advertising campaigns based on an intimate knowledge of *their* side of the selling problem.

We can point to many successful campaigns which we have executed for manufacturers who were shrewd enough to see the dealer's side of things.

*"Judicious Advertising" recently published an article entitled "The Retailer and His Trade Paper," by Geo. L. Louis.*

*This is one of the most thorough, unbiased analyses that has ever been made by an advertising man not connected directly with this field.*

*We have reprinted this article, and will gladly send a copy of it to any one interested.*

## DRY GOODS ECONOMIST

231 West 39th St., New York

Boston, 201 Devonshire St.  
Philadelphia, 929 Chestnut St.  
Chicago, 215 So. Market St.  
St. Louis, 1627 Washington Ave.

Cleveland, 516 Swetland Bldg.  
Cincinnati, 1417 First National Bank Bldg.  
San Francisco, 423 Sacramento St.  
Manchester, Eng., 10 Piccadilly

## The Diary of a Sales Manager

The Price-Cutters Have Started Their Work on the Surewear Line—Hawkins Nails a Texas Merchant and Forces Him to Sell at the Advertised Price—How He Gave His Argument Force

By Roy B. Simpson

EIGHTH WEEK

I AM making this the eighth week of my diary, although more than three months have elapsed since I wrote the seventh installment. The volume of business on Surewear Hosiery has been coming up in great big jumps. We now have 28 men on the road, and your humble servant has been too busy to play the part of historian and sales manager simultaneously. I feel sure that my friends who read this will not miss the intervening weeks.

A lot of things have happened. One of the biggest problems we have yet tried to solve is price-cutting. Our popular line for men is advertised at 25 cents per pair. We claim it to be as good as competing hose sold at three pairs for a dollar. We guarantee six pairs to last six months, and our advertising is making a hit. This, however, does not satisfy certain large general merchants who are not happy unless they are cutting the price on this or that article of standard value to harass their smaller competitors.

As a general thing we give the exclusive sale on our line to merchants in towns and cities up to 25,000 population, but we are rapidly obtaining distribution in larger cities, where we sell as many dealers as we can.

Some of our salesmen have reported that our customers in the larger places are cutting prices. The most persistent price-cutter is in Dalltown, Texas, and The Parisian Store is the culprit. There are seven other Surewear dealers in Dalltown. Therefore, the activity of The Parisian in cutting prices threatens to de-

moralize our business in that city.

I have been mulling this over since last Saturday, and Mr. Allis and I are agreed that the quickest way to put a crimp into these pirates of trade is for me to go to Dalltown and thresh it out with the president of The Parisian Store.

I am off for Texas to-night.

\* \* \*

TUESDAY—En route to Texas. Met one of the Tubenit salesmen, and he volunteered the information that the price-cutters are making them lots of trouble. He wanted to know if we are bothered, and I fibbed by telling him that Surewear Hosiery is so good our dealers don't have to cut the price.

Arrived in Dalltown at 8 p. m. and enjoyed a good night's rest.

\* \* \*

WEDNESDAY—While at breakfast this morning I turned to the advertisement of The Parisian Store in the Dalltown *Gazette* and found men's Surewear Hosiery advertised at "Six Pairs for \$1.20"—a cut of 30 cents per box. A few other standard articles were advertised at cut prices. Many other items were displayed, "At Greatly Reduced Prices," but they consisted of shirts, underwear, and shoes of brands unknown to me.

HE BUYS SOME "SPECIAL SALE" GOODS

After breakfast I visited the hosiery department of The Parisian, and sure enough there was a big display of our men's hose at cut prices. I purchased six pairs and presented a ten-dollar bill to the man behind the counter.

While I was waiting for my package he thought I needed a new tie. He showed me a line of ties that were supposed to be worth one dollar, marked down to 69 cents. The same tie can be purchased in many exclusive men's furnishing stores for 50 cents, but I bit just to see how far the game would be carried.

Another salesman came forward, presumably to ask my servant a question. He saw that I was buying a tie and persuaded me to look at a line of shirts advertised

# Puts the Spotlight on Mailing List Leaks



**N**O aerial foe can attack Paris at night—*unseen*. It "Spotlights" danger—eliminates it!—And this new book—"The Preparation and Care of Mailing Lists" throws the spotlight on mailing list dangers—points out the Leaks—tells how to stop them.

40%

"YOUR book could not have been BETTER timed.

Thousands of 'live' men are SEEKING data on the mailing list subject and are willing TO PAY for it. This book treats of the most VITAL department of a man's business—the MAN REACHING, ORDER GETTING and CLIENT DISCOVERING department."

—States a prominent New England advertiser.

**D**URING 1913 direct advertisers spent millions for printed matter and postage—and then neglected the most vital feature—their mailing lists and the manner in which their circulars were addressed. Postmaster Campbell, states that 40% of the mail matter received at the Chicago Post Office during 1913 was *improperly addressed*—conclusively proving that direct advertisers need *Addressograph* accuracy. Millions of circulars lost their "thunder" and pulling power through delays in delivery. Postal clerks had to check them against directories for correct addresses. Countless circulars were *undeliverable* because mailing lists had not been corrected when firms moved, went out of business or individuals died. To solve these perplexing problems, read—"The Preparation and Care of Mailing Lists."

## HOW TO GET IT

**T**HIS expensive book cannot be distributed promiscuously. If you have a mailing list, or are engaged in a business which can use a mailing list, write us on your firm letterhead, stating name, position, whether you have a mailing list or contemplate compiling one. Book will be sent free of cost or obligation.

The Addressograph Co.

913 W VAN BUREN STREET, CHICAGO, ILLINOIS



# Opening FOR A Live Sales AND Advertising Executive

A group of successful business men recently organized a high-grade publishing institution. The men back of the enterprise are thoroughly experienced, the company is amply financed, and the prospects are exceedingly bright for a successful and permanent business.

A Sales and Advertising Executive is required to complete the organization. This man should be of mature age, should possess a good education—legal training is desirable—should have knowledge of office routine and successful experience in sale of highly specialized products. In short, the position calls for a thoroughly capable, well-balanced man who can become the active head of this business.

The man who can fill this important position acceptably will be paid a comfortable salary which will be increased as services justify. Later, if the connection proves mutually satisfactory, he will be expected to acquire a stock interest in the corporation so as to give him a proprietary interest and make his connection permanent.

Address—"L. S.," Box 196, care Printers' Ink.

"At Special Prices for To-day Only."

After receiving my tie, hose, and change I went with the shirt man to his department, where he showed me an assortment of shirts bearing the prices, \$2.50—\$1.85. The higher price had a line through it, as though it had been erased.

The clerk informed me, "This is the famous 'Parisian Special' Shirt, so named because it is made from genuine French fabrics. Our Mr. Parkins selected these fabrics when he was in France last summer, and we had one of the best-known custom shirtmakers make up the entire lot specially for us."

## HE SPOTS AN ADVERTISING LIE

I happened to know that Andy Tolleson, our advertising agent, designed the label for these shirts, and the Excelsior Shirt Company of Jaynesburg made them of its regular stock fabrics for The Parisian Store. The fabrics in this line of shirts were manufactured in Fall River, and the shirts cost \$12 per dozen wholesale. It was a regular \$1.50 value, and even at that the retailer would make 50 per cent gross.

I bought one of the shirts, and with my purchases under my arm hiked as quickly as I could to the office of Michael Levy, president of the concern.

Mr. Levy acknowledged my introduction and appeared to be very busy. "Won't you please see Mr. Jonas, the manager of the hosiery department, and then go out to lunch with me?" was his question. This suggestion was lost on me, and I informed Mr. Levy that my stay in Daltown would be short and I would see him again in one hour.

Then I went back to my room at the hotel and wrote a half-page advertisement in which I stated my morning's experience in The Parisian Department Store. I warned the public that no merchant could sell Surewear Hosiery for less than the advertised prices and make a living profit.

I explained that when the price of Surewear Hosiery was cut to entice customers into a store, the



merchant expected to make up his losses on other lines of merchandise whose quality had not been standardized by advertising.

Then, to illustrate my point, I told of my purchase of the tie and shirt, the prices I paid for them, and what these articles were actually worth at wholesale, as well as the price they bring at retail.

I concluded my advertisement with the statement that I, as general sales manager of the Surewear Hosiery Manufacturing Company, had come to Daltown to investigate the charge of price-cutting and its bad effect upon business in general. I warned the people of Daltown that they would invariably lose on their purchases of unknown merchandise much more than they saved on the standard brand every time they bought a standard brand at a cut price. I signed this startling announcement "Surewear Hosiery Manufacturing Company, by Ralph Hawkins, general sales manager."

Within one hour I was back in

Mr. Levy's office with the goods purchased in his store. He was ready to receive me and began to hand me a lot of *schmoos* about the brilliance of our campaign and my success as an advertising man and a sales manager.

But Mr. Levy changed his tactics when I informed him that my mission was to get his reasons for cutting the price on Surewear Hosiery. He went up into the air and declared that it was none of my — business.

"There are a lot of you manufacturers who think they can dominate the retail business of the country," he said. "But let me tell you this, Mr. Hawkins: I have built up this business from a small store by giving good values. I buy my goods for spot cash, and I sell them at any price I choose. If I want to sell your hosiery at cost, it is nobody's business but my own. I have no contract with you to maintain prices, so what are you going to do about it?"

"Here's what we are going to



When you consider circulation,  
you can figure on every copy  
of *The Youth's Companion*  
reaching a home with big purchasing power.

THE YOUTH'S COMPANION

New York Office  
910 Flatiron Building

Boston, Mass.

Chicago Office  
122 So. Michigan Blvd.

do about it, Mr. Levy! We are going to prevent merchants of your ilk from nullifying the great good accomplished by constructive advertising such as we and other manufacturers are doing," I shot back.

"Retailers in your class do not hesitate to cut the price of an article that has been standardized both as to quality and retail price by consistent advertising. We invest our good money in an advertising campaign to make the public appreciate the values we offer them. As our production increases, the cost of manufacture comes down. This saving enables us to improve the quality or reduce the price. As our sales increase, the cost of selling comes down, and this saving is put into advertising.

#### HAWKINS EXPLAINS HIS POLICIES

"You cut the price of our hose 30 cents per box of six pairs. The seven other stores in Daltown cannot afford to meet your reduction. They become dissatisfied with your competition and throw out our line. Then, with the seven dealers eliminated, you also throw out the Surewear Line, and the people of Daltown and community are thus deprived of the best values in hosiery that any manufacturer has yet been able to offer them.

"With our line eliminated, you are then in position to buy job lots or inferior goods manufactured under your own label and sell them at an enormous profit under the claim that they are worth much more than your prices.

"We expect within one year to have very large distribution in cities larger than 25,000 population. Suppose one large store in each city should do as you are doing. How long do you suppose we would be in business? Certainly not many years as an exclusive manufacturer of an advertised brand. We would be forced to become jobbing manufacturers, and our entire output would be sold to concerns like yours, and, having your own label on the hosiery, you would boost the price of our men's popular line from 25

cents to 35 cents or three pairs for a dollar, and advertise them as actual 50-cent values.

"Now, Mr. Levy, you are not losing any money when you cut the price of Surewear Hosiery 30 cents per box. Let me illustrate: I came into your store this morning and purchased six pairs of our own hose for \$1.20. I then bought this tie for 60 cents, which is exactly like the one I am wearing, and which cost me only 50 cents. Then I patiently listened to one of your shirt salesmen hand me a bunch of lies about your 'Parisian Special' shirts, which he claimed to be actual \$2.50 values for \$1.85. These shirts were made by the Excelsior Shirt Company, of Jaynesburg, whose superintendent is a bosom friend of mine. I saw some of these shirts being made up and know you paid only \$12 per dozen for them.

#### LEVY IS BLUFFED INTO AN AGREEMENT

"Therefore, on three purchases I saved 30 cents on six pairs of hose, but I paid 44 cents too much for my shirt and tie, so I am 14 cents the loser, and you are that much ahead on the transactions.

"Now, Mr. Levy, here is an ad I have written since I first called on you this morning, and in self-protection we are going to publish it in to-morrow's *Gazette*. Read it over and see what you think of it."

Levy read the advertisement and turned livid. "Himmel! man, that ad will cost me a loss of business! You shall not run it!"

"There is nothing to prevent us from running it, Levy. I have here your sales slips on my three purchases. I will reproduce them, and I will make an affidavit covering the regular retail price at which the tie and shirt can be purchased in hundreds of stores throughout the country, and will state the wholesale prices of these ties and shirts.

"You say the publication of this ad will cost you a loss of business. If so, you deserve it. It is just what is coming to you for causing us a loss of business by cutting the already low price on a

The Engraving Business is coming into its own. It is attaining the position among recognized contributors to the nation's wealth, to which its merits entitle it. We shall continue, as in the past, to do our share by ever improving the quality of our output and our service. And at fair prices.

Are you one of the buyers to whom these things appeal?

Established 1889

## GATCHEL & MANNING

Designers and Engravers in One or More Colors

Sixth and Chestnut Streets

PHILADELPHIA

A Moving Picture  
House is a *Family*  
Theatre. The Favorite Month-  
ly of the Moving Picture Families is

## PHOTOPLAY MAGAZINE

*"The Standard Monthly of the Movies"*

NOT A TRADE PAPER

Now 150,000 Copies

For rate cards and data, write to

B. E. BUCKMAN, Adv. Mgr.

**CLOUD PUBLISHING CO.** 1100 Hartford Bldg.  
Chicago, Ill.

Eastern Representative:

J. W. Wildman, Brunswick Bldg., New York

Publishers of the National Movie Weekly, "Movie Pictorial"

(11)

line of hosiery the quality of which cannot be matched by any other manufacturer."

Levy and I had it back and forth for an hour or more, and the outcome of our fight was a signed agreement that he would not cut the price on Surewear Hosiery in the future. As a parting shot I informed this gentleman that I would make it my duty to read the *Dalltown Gazette* every day, and if he again cut our prices I would expose his methods in the public prints of his city.

I spent the afternoon calling on our other dealers in Dalltown. I showed Levy's agreement to each of them. This put a little stiffening into their spines, and now I believe we will get our share of the hosiery business in that city.

\* \* \*

THURSDAY—Fifty miles out of Dalltown I picked up Albert Burnham, our salesman in that section of Texas, and we rode together for an hour. Albert was delighted with the outcome of my visit with Levy, but he was disappointed that I didn't meet Jonas, the buyer of the hosiery department. However, that doesn't matter, as Levy has probably given him his orders already.

The trip home was very pleasant.

\* \* \*

FRIDAY—Upon my return to the office this morning we called a meeting of the directors to hear my report. Several of the salesmen were in the house, and we are all agreed that the manner in which Levy was handled would go a long way towards helping us to solve this troublesome problem of price-cutting.

Old Jasper, of the Crescent Stove & Range Company, telephoned me to-day to come over and see him in the morning. He is probably in a hole and wants me to help him out.

\* \* \*

SATURDAY—This is a short day, and a big accumulation of correspondence is on my desk. However, I had time to drop in on Jasper on the way down.

Jasper says his advertising cam-

paign is all balled up, and he wants me to help him out.

"Hawkins, old man, we're in trouble," said Jasper. "I thought I could handle this proposition in connection with my work of managing the salesmen, but I find that I have bitten off more than I can chew. Many of our best dealers have quit us because we curtailed our advertising, and now it is up to us to rejuvenate our campaign. What would you suggest?"

"Make an appropriation of \$50,000 more than we had last year and call Andy Tolleson into consultation. He can give you what you need. I can't, because I have my hands full boosting Surewear Hosiery."

(To be continued)

## Window Men in Wide Awake Convention

AT the seventh annual convention of the International Association of Window Trimmers held in Chicago August 3-6, New York was selected as the next meeting place, the first week in August, 1915.

C. J. Potter of the *Drygoodsman and General Merchant*, St. Louis, was re-elected president and P. W. Hunsicker was re-elected secretary.

More than 600 window trimmers were present and nearly every large department store was represented. The most interesting feature was the exposition by manufacturers of window trimming fixtures and materials. About 100 manufacturers made exhibits of their lines.

Among those making addresses before the convention were: E. C. Helwig, secretary of the Minneapolis Commercial Association, his subject being "Co-operation"; D. D. Starr, Little Rock, Ark., "Ribbon Draping"; C. J. Nowak, New York, "Full Form and Novelty Draping"; John F. Look, window trimmer, McFarlin Clothing Company, Rochester, N. Y., "Men's Wear Demonstrations"; H. J. Sanders, sales and advertising manager, Delttox Grass Rug Com-

pany, Oshkosh, Wis., "Window Display Advertising"; J. H. Hobelman, window dresser for the B. Nugent & Bro. Dry Goods Company, St. Louis, "Confidence in Advertising"; E. D. Pierce, with Sibley, Lindsay & Curr Co., Rochester, N. Y., "Efficiency and System in Handling Merchandise and Fixtures for the Show Window"; Thomas A. Knapp, with Oscar Michael & Co., Newark, N. J., "The Efficiency Side of Some Modern Show Windows"; E. J. Berg, window dresser for T. A. Chapman Company, Milwaukee, "Practical Pedestals and

Fixtures"; Geo. E. Macfaddin, one of the founders of the National Association of Window Trimmers, "Value of Organization"; A. J. Edgell, manager of the window display department of the Society of Electrical Development, New York City, "Electricity in the Show Window"; J. W. Johnston, advertising department of Sibley, Lindsay & Curr Co., Rochester, "Secrets and Useful Tricks in Card Writing"; J. A. McNabb, president of the Canadian Window Trimmers' Association, "A History of Canadian Window Trimming."

## Service Men

should get in touch with us at once so that when opportunity comes, they can advise their clients correctly about the power and value of Newspaper "Classified."

Agencies should ask for our special commission proposition. Advertisers should have a copy of our Bulletin No. 131 containing best lists. Write today.

CLASSIFIED DEPT.

THE ARKENBERG-MACHEN CO.  
234-36 Nasby Building, Toledo, Ohio

Recognized by the A. N. P. A. and Quota Club

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by  
the largest makers  
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERRIDEN, CONN.  
Successor to Meriden Britannia Co.  
NEW YORK CHICAGO SAN FRANCISCO



COMMERCIAL FILMS  
**SLIDES**  
HAROLD IVES COMPANY, INC.  
Metropolitan Life Building New York  
**SLIDES**  
MOTION PICTURE THEATRE ADVTG.

# The Little Schoolmaster's Classroom

THE Schoolmaster remembers that when PRINTERS' INK proposed its first series of articles on window display from the standpoint of national advertisers, some four years ago, the opinion was quite freely expressed that it was getting outside its field. Window display, we were told, was chiefly the concern of the local merchant, and the few advertisers who had taken it up in a broad way were simply experimenting with a medium which, in the nature of things, never could amount to much nationally. Such objections



BRONZE SIGNS FURNISHED TO DEALERS AT COST

only served to stimulate the investigative spirit, and the interest in the subsequent articles proved that PRINTERS' INK was right, and its critics wrong.

\* \* \* \*

Since that day events have moved with rapidity in the advertising world, and the Schoolmaster thinks it would be difficult to find men who would seriously maintain that the subject of window-display for nationally advertised goods had no place in *A Journal for Advertisers*. Much the same thing is true with respect to the articles on sampling, premiums, unfair competition, and so on. The advertising man who feels the need of assurance that his job is growing in scope and importance, should compare a volume of PRINTERS' INK of, say, twenty years ago, with the volume containing the issues for the first three months of 1914. Then he should remember that there is just as much room for expansion ahead of him.

\* \* \* \*

Speaking of window-display, the H. Black Company, Cleveland, is offering bronze window ledge

signs to dealers who handle Wooltex Garments. The signs follow the pattern of the reproduction herewith, and are offered at \$6 apiece. The low price is of course due to the fact that the greater part of the lettering is uniform, only the dealer's name requiring individual modeling in each case. The company is making special efforts to promote the use of these window ledge signs because very frequently a woman is attracted by a garment in a window when she is not just ready to buy at the moment. Unless the attraction

is very strong, she may not take pains to identify the store in her mind, and after she gets home she does not remember in which particular store the attractive garment was displayed.

An attractive ledge sign, the company believes, will be likely to identify the store and the goods in her mind.

\* \* \* \*

That difficulty isn't by any means limited to the display of garments. Mrs. Schoolmaster came home the other day with a tale about a hand-bag which would be just the thing for a prospective birthday present. It was, she said, "in a window on Fifth Avenue, somewhere near 28th Street." The right hand-bag was purchased, but the Schoolmaster had to do some pretty tall guessing and work a process of elimination among three different leather shops. There is no proof, of course, that a sign on the window ledge would have identified the store, but the chances are that it would because the name of the manufacturer is well advertised.

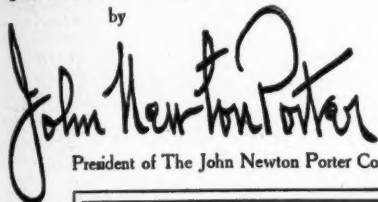
\* \* \* \*

The Trenton Potteries Company, Trenton, N. J., recently took a straw vote among plumbers and architects to establish a "standard height" for kitchen sinks. There had been a "standard height" for a long time, established by prece-



## TWO-MINUTE TALKS

by



President of The John Newton Porter Co.



The regrettable War of the Monarchs will surely stimulate the sale of American products.

In such a time a **PREMIUM PLAN** is a sure bulwark of business defense and a certain means of conquest.

Every premium you send out gains a new recruit in your fight against the powerful army of competitors eager to invade your territory.

In business there is no neutral ground and all **FAIR** means of conquest are permissible.

In many lines it is hardly possible to find **NEW** customers. You could not hope to make the public use **MORE** soap or **MORE** flour, for instance. Just so much is being used. Your plan of campaign is to hold your own trade and induce the buyers of others' products to buy yours instead.

*An extra incentive must be offered.* Other things being equal—quality, size, price, etc.—a premium will give the extra incentive.

You have no assurance that your trade today will be yours tomorrow. A premium plan gives you that assurance, if anything will.

Then, adding to your *defensive* tactics the *aggressive* force of the premium in gaining new trade, you have an alliance of tremendous power.

Initiative wins. Are **YOU** ready to strike?

I can plan and install a premium department for you **WITHOUT TYING UP A CENT OF YOUR CAPITAL IN PREMIUMS**, and without your investing in coupons that may never be redeemed.

Our Clearing House methods can be used in any line of business and with as great success in the giving of premiums to jobbers, retailers, and salesmen, as to the consumer.

Ask for particulars and our blue book on "Premium Advertising" which is a comprehensive and concise discussion of the entire premium question.

## THE JOHN NEWTON PORTER CO.

The National Premium Clearing House

Dept. 14A

253 Broadway, New York

For Free-  
ous Talks  
See P. 1.  
Feb. 26,  
Mar. 26,  
Apr. 30,  
May 28,  
June 25,  
July 23.

dent somewhere in the dark ages, but the increasing number of orders for special fittings raised

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **131,428**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

On Saturday, July 11, 1914

## THE DAYTON NEWS

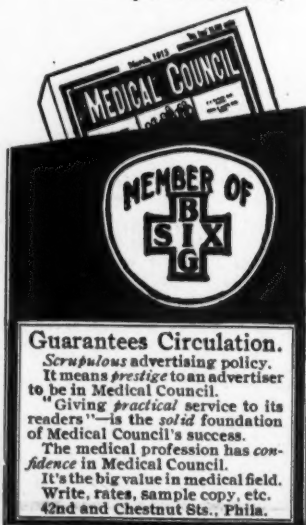
published the verified circulation figures of ALL Dayton papers, showing the News to be THE paper that has given advertisers the service guaranteed and paid for. The second and third papers have not questioned the correctness of these net paid figures: Second paper, 15,342; third paper, 17,271; Sunday, 16,974. The period covered is for the year ending March 31, 1914, and the figures are verified by the A. A. A.

### NEWS LEAGUE OF OHIO.

HOME OFFICE, DAYTON, OHIO.

New York—La Coste & Maxwell, Monolith Bldg.  
Chicago—John Glass, Peoples Gas Bldg.

**Over 24,000**  
**paid subscribers,**



**Guarantees Circulation.**  
*Scrupulous advertising policy. It means prestige to an advertiser to be in Medical Council.*  
*"Giving practical service to its readers"—is the solid foundation of Medical Council's success.*  
*The medical profession has confidence in Medical Council.*  
*It's the big value in medical field.*  
*Write, rates, sample copy, etc.*  
*42nd and Chestnut Sts., Phila.*

the suspicion that perhaps it wasn't quite so "standard" as it might be. Just because "everybody" was setting sinks 30 inches from the floor—with a few hundred exceptions who were willing to wait to get special sized fittings—didn't seem to prove that 30 inches was necessarily right. So the vote was taken, and indicated a preference for 34 inches.

The Schoolmaster wonders how many more precedents there are which maintain their standing only because nobody is enterprising enough to examine their credentials.

\* \* \* \*

The stock exchange is not the only enterprise which is afflicted at times by those with a propensity for idle talk. Baseless rumors sometimes get abroad in the advertising world, and cause a good deal of trouble for individuals where they do not positively do injury. Roland Cole, who recently left Yawman & Erbe to become advertising manager of the Ferro Machine & Foundry Company, Cleveland, writes the Schoolmaster that he is pestered with people who have "heard that the Ferro account is going to change agencies." He asserts that there is not the slightest truth in the rumor.

The trouble with such loose talk is that it bothers the advertiser and wastes his time, while it unsettles the agency which handles the account and stirs up a whole nest of solicitors who would like to handle it. Advertising gossip is probably no worse than any other kind of gossip, and the Schoolmaster thinks that by far the greater part of it is idle rather than malicious. That doesn't excuse it, however. If the Schoolmaster should rush into print with every rumor which floats into the office he would soon have half the advertising world breaking its contracts, severing its relationships, and running amuck generally. Everybody admits that baseless rumors shouldn't be printed, but the difference between printing them and spreading them by word of mouth is one of degree, not of kind.

Among the "new uses" for advertising may now be included the use of posters to give secret military information within the borders of a hostile country. A Paris dispatch states that the French Minister of the Interior recently ordered torn down a lot of posters which had been placed all over Eastern France by a German posting concern. Ostensibly the product advertised was a bouillon cube, but the various shapes and colors of the posters were really intended to convey more sinister information. The German military commander who saw a square, yellow poster would understand that "food is abundant around here," while a round, red poster would indicate that the ground had been mined in the vicinity. Every geometrical figure is said to have been used in the scheme, as well as all the readily distinguishable colors and combinations of colors.

Whether it really happened, or was conceived in the fertile brain of some Frenchman who was anxious to discredit Germany by showing that her attack was long premeditated, the Schoolmaster doesn't pretend to say. It is a good yarn anyway.

### Hupp Motor Car Company's New Appointees

Announcement has been made by the Hupp Motor Car Company of the appointment of W. C. Howard to the position of assistant sales manager, and Charles E. Buck as assistant advertising manager. F. J. Mooney is sales and advertising manager.

Mr. Howard has been acting as traveling sales representative for the Hupp Motor Car Company.

Mr. Buck formerly was connected with the service advertising department of the Peninsular Engraving Company, Detroit.

The company plans to campaign strongly for business in South America the coming year.

No Agricultural List is Complete Without

## UP-TO-DATE FARMING

"The Farm Paper With a Mission"

300,000 copies twice a month

Pays Farmers Who Read It—

So. Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago



## Business Pulling Cuts Ideas for Advertisers

Just off the press—hundreds of money one and two-color Cuts and ideas for newspaper ads, folders, blotters, announcements, etc. Comic Cuts—Christmas Cuts—Coal Cuts—Bank Cuts—Lumber Cuts—all kinds of Cuts in black and colors. A book you need to make your advertising more effective and profitable.

Price \$1.00 postpaid. Don't bother to write—just pin a dollar bill, check or stamps to your letter head and mail us today for this book. You will get enough ideas to pay for it ten times over.

**SINCLAIR ADVERTISING CO.**  
102 SOUTH THIRD STREET MINNEAPOLIS, MINN.

# We Want a Sales Manager

who not only can but will keep a lot of salesmen full of life and ginger and create new ones and hold them. There is a whole lot of work attached to this job, but it offers wonderful opportunities.

You go the limit with us, we'll go the limit with you. The firm has a fine standing. Established 20 years. You know of it like a book. C. B., Box 195, care PRINTERS' INK.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established  
1872. Special facilities for placing advertise-  
ments by telegraph to all parts of the United  
States and by cable to all foreign countries.

### NOW—

is your opportunity to go after the  
Latin-American trade. American  
goods are specially favored and  
sought after in CUBA.

**THE BEERS ADV. AGENCY**  
*Latin-American "Specialists"*  
**HAVANA, CUBA**

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Char-  
lotte, N. C., covers the South thoroughly, and  
reaches the buyers of machinery and supplies.

**PACIFIC COAST FARMERS** of Oregon, Washington,  
Idaho and California can best be reached thru  
the old reliable **NORTHWEST PACIFIC FARMER**, of  
Portland, Oregon—Weekly, 45 years.

### BILLPOSTING

**8¢ a Sheet Posts R.I.**  
LISTED, PROTECTED AND GUARANTEED SLOWING  
ADDRESS: LAPHAM BUILDING, PROVIDENCE, R.I.  
**Standish-Barnes Co.**

### COPY WRITERS

**FALL ADVERTISING NOW PREPARED**  
at Summer rates. Strong, viable copy written—  
booklets, follow-up letters, etc. Your work has  
psychological force to it when we prepare it. At  
it fifteen years. **AD. WIDDER CO.**, 161 Broad-  
way, Brooklyn, N. Y.

### FOR SALE

**ENTIRE** Edison Business Phonograph outfit  
which cost originally \$180.00, only slightly  
used, fully equipped and recently overhauled,  
for sale at \$100.00. **SHERMAN & BRYAN**,  
Inc., 79 Fifth Avenue, New York.

## Bargain in Newspaper and Periodical Files

Here's a chance to get 3,000  
heavy wire files at a bargain.

Just the thing for your adver-  
tising department or agency  
file room. Built in sections of  
various numbers and will fit  
almost any floor space. Strong,  
light in weight, can't hold  
dust. Will hold any newspaper  
or magazine. Will sell sections  
of 100 or 200 files, or entire lot.  
Address, Box KK-491, care of  
Printers' Ink.

### HELP WANTED

**ADVERTISING MAN**, controlling news-  
paper or magazine accounts, may place thru  
reliable agency and share major portion of com-  
missions. Box KK-500, care of Printers' Ink.

**ADVERTISING SOLICITOR**  
wanted for high-grade publication. An aggres-  
sive producer will find an exceptional oppor-  
tunity with us. For further particulars address,  
**KEYSTONE LITERARY BUREAU**, York, Penna.

**One of New York's most**  
progressive and best organized advertising  
agencies is open for a man controlling several  
accounts. The man wanted in addition to the  
business he now controls, should be able to go  
out in the field and produce daily results. Ad-  
dress, stating experience, age and enumerate  
some of your past successful problems.  
**RAILEY-SCOTT CO., Inc.**, 303-5 Fifth Ave.,  
New York City.

**COPY WRITER**—One of the  
largest book  
publishing houses in New York has an opening  
in its Advertising Department for a young  
man who wishes to develop as a copy writer.  
Experience not absolutely necessary, but ap-  
plicant must show ability to write strong, forceful  
English and plan attractive layouts. Recent  
college graduate of literary tastes preferred.  
State your qualifications in detail, including  
salary, and send samples of the kind of work  
you can do or no attention will be paid to your  
application. Box KK-504, care of Printers' Ink.

**SALESMEN** for an old established firm—we have an excellent geographical blotter advertising novelty—the sales of which are limited only by concerns that have absolutely reached the limit of their sales. Possibilities unlimited. Address, Box FF-414, care of Printers' Ink.

### Salesman

One of the largest all-round Printing Plants in the East has an opening for one or two well-informed men; must be able to estimate, lay-out work and intelligently handle same. In replying to this advertisement state full particulars as to your age, what you have done and are now doing, also salary expected until you have proved your worth. Box KK-494, care of Printers' Ink.

**WANTED**—A serious minded COPY MAN to prepare catalogs, mailing pieces, etc., in the growing Service Department of an old established and continually expanding Milwaukee House. Must be able to handle mechanical subjects such as farm machinery and general factory equipment; also apparel and general merchandise lines. Swelled heads and "bunk" artists in general please save their postage and cut time. The man we want must be able to put the punch into his story and originate attention compelling embellishments that have direct and individual bearing upon the particular subject in hand instead of glittering "circus poster" generalities and get-ricn-quick, "first-in-the-money-bag" embellishments. A good opening for the man who has been on the job long enough to have descended from the dignity "hooby horse" and planted his feet on the solid ground of matter of fact, "show-us" salesmanship on paper. Address, stating experience and submitting specimens, Box KK-492, care of Printers' Ink.

### POSITIONS WANTED

#### MAIL ORDER EXECUTIVE

American, 30, experienced in advertising and mail order work (at present engaged with printing establishment), desires to make a change. Moderate salary. Box JJ-460, care Printers' Ink.

**EXPERIENCED** Advertising Man, well acquainted North and Middle West, seeks connection to represent trade journals in that territory; commission basis. Address, N, care Anderson, 710 South Clark St., Chicago.

### Mr. Manufacturer Read This

I believe I can sell good merchandise. Have good record as salesman to consumers of nationally known product. Want trial of manufacturer where ability can be developed. Age 21. Address Box KK-497, care of Printers' Ink.

### ADVERTISING SOLICITOR

Young man, 27 years of age, clean cut American. Now employed, desires to change to selling force of some first class magazine, newspaper or agency. Seven years' experience. Have handled crews. Four years with last firm. First class references. Box JJ-461, care of Printers' Ink.

### LADY MANAGER AND ADVERTISING COPY WRITER

Wants position in executive, promotive capacity. Capable accountant, correspondent, ad. copy writer, clerical force and department manager. Now employed. Will consider first-class position in any large city. Prefer New York. Address, Box KK-493, care of Printers' Ink.

**ADVERTISING MAN**, especially qualified to handle advertising department of manufacturing concern. Writes good copy and has a broad knowledge of printing and art, New York preferred. Salary \$40. At present employed. Age 30; married. Box KK-503, care Printers' Ink.

### ADVERTISING MANAGER

eight years' successful experience in **FOOD PRODUCT** lines is open for engagement with manufacturer. Box KK-490, care Printers' Ink.

**YOUNG MAN**, 23, desires connection in an advertising department. Capable, experienced, willing. Can write intelligent, resultful copy and convincing sales letters. Eight years' practical business experience. Moderate salary. Address, Box KK-493, care of Printers' Ink.

### ADVERTISING MAN

Possessing **BRAINS, ENERGY, INITIATIVE**, backed by ambition, seeks greater opportunities; six years' successful selling experience, one year in the engraving field and one year practical experience in Newspaper, Magazine, Catalog, Booklet and Folder work; highest credentials; age 26; at present with an agency. Address, Box KK-501, care of Printers' Ink.

## Successful Sales and Advertising Experience

Live young man of 21 years—three years' advertising experience—good correspondent and stenographer; excellent record as salesman to consumers of nationally known product, wants position with manufacturer or advertising agency where ability can be developed. Will travel anywhere. Address, Box KK-498, Printers' Ink.

**ADVERTISING MANAGER**—Ten years' experience—five with well-known agency, five as national advertising manager. Takes full charge of department. Particularly good at originating and carrying out successful selling plans. Recent campaign made \$60.00 sales at average total cost of \$4.88. One plan now operating averages 65% answers—so far 20% from car load buyers. Write for details of success in securing exclusive dealers, selling by mail, co-operating with salesmen, editing house organ, directing publicity. Age 31, married. Healthy. Address, Box KK-495, care of Printers' Ink.

### A THOROUGHLY TRAINED ADVERTISING MAN

A man who has just turned the thirty year mark, with ten years of successful advertising and merchandising experience behind him. He has served as advertising manager for big concerns, is a splendid copy writer and correspondent, and is thoroughly versed in every phase of advertising and merchandising. With a progressive agency, publication, or in charge of advertising department, he will make good with a vengeance. For past two years has been conducting own business—handling several big accounts. He now seeks his big opportunity. A university man, married, with excellent personality and acquaintance. Expects and will earn good starting salary, with an opportunity that is mutual. If you have it—let's get together now. Address, Box KK-499, care of Printers' Ink.

### PUBLISHING BUSINESS OPPORTUNITY

**START NOW** in the Publishing Business and enjoy the boom about to begin. We have several good propositions. HARRIS-DIBBLE COMPANY, 71 West 23rd St., New York City.

## Roll of Honor

### ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,002. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

### ARIZONA

Phoenix, *Gazette*. Government statement April 1, 1914, 6,644, gross, 7,001; June aver. 6,127.

### CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,326 daily, 2c.; Sunday, 15,630, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1913, Daily, 8,666; Sunday, 8,633.

### ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,669; Sunday, 10,876.

### INDIANA

South Bend, *Tribune*. Sworn average July, 1914, 12,768. Best in Northern Indiana.

### IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,318; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,324; Sunday, 48,896. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, 9,231. April daily aver. 14,763.

### KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid 61,312.

### LOUISIANA

New Orleans, *Item*, net daily average for 1913, 68,664.

### MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,697. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,610.

Portland, *Evening Express*. Net average for 1913, daily 19,837. Sunday *Telegram*, 13,003.

### MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 56,889; daily, 76,735. For July, 1914, 77,630 daily; 88,466 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

## Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,822 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad. Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 19,872. Two cents. Lynn's family paper. Covers field thoroughly. Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,906. The "Home" paper. Largest ev'g circ.

### MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 61,331.

### MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 7 months, 1914, 111,718.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,783; Sunday *Tribune*, 159,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 128,602.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,083.

### NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,269; daily, 61,758. *Evening*, evening, 47,806.

Buffalo, *Evening News*. Daily average, for 1913, 92,379.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### NORTH CAROLINA

Charlotte *News* has absorbed the *Chronicle*. It is the best advertising proposition in this territory.

Winston-Salem, *Daily Sentinel* (e) av. June, '14, 8,106. *Semi-Weekly Sentinel*, av. June, '14, 7,413.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 164,004. For July, 1914, 126,967 daily; Sunday, 183,003.

### PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 23,801; 23,961 av., July, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,909; the Sunday *Press*, 176,667.

Washington, *Reporter and Observer*, circulation average 1913, 13,875.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 15,138. In its 42nd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.





**Wilkes-Barre, Times-Leader**, eve. net, sworn, sr. for 1913, 19,187. "Charter Member A. B. C."  
**Yonk. Dispatch and Daily**. Average for 1913, 18,187. Covers its territory.

## RHODE ISLAND

**Newport, Daily News**, (evening) 60th year. Covers field. Circulation for 1913, 4,718.

**Pawtucket, Evening Times**. Average circulation for 1913, 21,628—sworn.

**Providence, Daily Journal**. Sworn ave. net paid for 1913, 19,096 (©). Sunday, 30,494 (©). **The Evening Bulletin**, 47,802 sworn ave. net paid for 1913.

**Westerly, Daily Sun**. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1913, 8,538.

## SOUTH CAROLINA

**Columbia, State**. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,626. Jan., 1914, average, daily and Sunday, 22,014.

## VIRGINIA

**Richmond, The Star** (eve.). Average, July, 1914, 8,345.

## WASHINGTON

**Tacoma, Ledger**. Average year 1913, daily and Sunday, 21,551.

**Tacoma, News**. Average for year 1913, 20,519.

## WISCONSIN

**Janesville, Gazette**. Daily average, July, 1914, daily 7,549.

**Racine (Wis.) Journal-News**. Daily average circ. Jan. 1st to Dec. 31st 1913, 8,432.

## SASKATCHEWAN, CANADA

**Regina, The Leader**. Average, for 1913, 12,862. Largest circulation in Saskatchewan.

## Want=Ad Mediums

## CONNECTICUT

**New Haven Register**. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,326.

## MAINE

**The Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

## MINNESOTA

**The Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more in- dividual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

## MARYLAND

**The Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore

## NEW YORK

**The Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**The Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**The Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## Gold Mark Papers

## ILLINOIS

**Bakers' Helper** (©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (©). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (©). **Boston Evening Transcript** (©), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (©). Only French daily among 75,000 French population.

## MINNESOTA

**The Minneapolis Journal** (©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (©) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (©), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (©). Specimen copy mailed on request. 263 Broadway, N. Y. **New York Herald** (©). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

**Scientific American** (©) has the largest circulation of any technical paper in the world.

**New York Tribune** (©), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

## THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (©), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

**The Memphis Commercial Appeal** (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

## WISCONSIN

**The Milwaukee Evening Wisconsin** (©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## ADVERTISING RATES

\$120 double page	\$30 half page
\$60 a page	\$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch	

## PREFERRED POSITIONS

Front Cover.....\$125	Page 5.....\$100
Second Cover..... 75	Pages 7, 9, 11 or 13..... 75
Back Cover..... 100	Double Center [3 pages]... 150

# Don't Do Your Fighting Blindly

If you look with eager eyes at the rich trade that might be yours in and near Chicago, don't plan your invasion *blindly*. Knowing where the strongholds are and what intrenchments must be carried may save you many weeks of fighting and many thousands of dollars. Accurate knowledge *beforehand* may mean *victory*. Blind fighting without that knowledge may mean surrender.

*The Tribune's Advertising Promotion Department* can furnish you with such accurate information as will enable you to fight for Chicago's rich trade to the very best advantage, without wasting time or money. It will gladly furnish you this information at any time you wish to invade this territory. In writing, please state the name and character of your product.

In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals the other Chicago morning papers COMBINED.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco